

THE

QUILL

A MAGAZINE FOR JOURNALISTS



July, 1957

SECRETARY OF STATE DULLES AT NEWS CONFERENCE
Some two hundred newsmen, including foreign correspondents, attend the weekly sessions. Story of State Department coverage on page 6.

50 Cents



Part of Harold Branson's job as an accountant at Standard Oil is to help prepare our annual report. He is shown here reviewing figures with an associate, Miss Blanche Poljak.

Will you do us a favor?

ALMOST anywhere you go you can get into a lively and interesting discussion by bringing up business and profits. Try it some time. Then listen to the variety of opinions—and so often, the absence of facts.

Most people are naturally interested in business, what business does with the money it takes in, how much of that money is profit, and what happens to the profit.

We want you to know the facts about our company. That's

why we publish this report each year for the information of our customers, our friends and neighbors in Midwest and Rocky Mountain states. It tells you exactly what happened to the money that Standard Oil and its subsidiary companies took in last year.

You can do us a favor by reading it...and by passing along some of the information you read here the next time a discussion starts about business and profits.

You are welcome to a copy of our 1956 Annual Report as long as the supply lasts.
Just write to Standard Oil Company, 910 S. Michigan Ave., Chicago 80, Illinois.

1. Things we bought and used...58.7%

Most of the money went for things we had to buy, such as crude oil, materials and services, plus charges made for wear and tear. Our company is one of America's largest buyers of goods and services from other companies. We buy everything from paper clips to structural steel from more than 32,000 independent companies in hundreds of American communities.

2. Wages, salaries, benefits...16.0%

Then there were wages, salaries and benefits for our 52,000 employees. Standard Oil employees enjoy one of the broadest, most progressive employee benefit programs in any industry. More than 94% of our eligible employees are participating in savings plans to which the company contributes.

3. Taxes paid...18.6%

The tax collector got his share, too. We paid national, state and local governments \$89,130,000 in 1956. In addition, there were the many "hidden" taxes everyone pays, and the direct taxes placed on gasoline. These total direct taxes which we collected from customers and paid to government agencies amounted to \$326,779,000.

4. Profits paid to owners...2.5%

After all operating expenses and taxes were paid, 6.7% was left. This is called profit. A part of this or 2.5% of our total income, went as dividends to our 143,200 shareholder-owners. Dividends paid in 1956, including the market value on the date of distribution of the

special fourth-quarter dividend in Standard Oil Company (New Jersey) stock, amounted to \$2.31 per share. And our company has paid dividends every year for 63 years.

5. Profits used for improvement...4.2%

To serve you better, all the rest of our profits, or 4.2% of our total income, was plowed back into new facilities such as oil wells, refineries, research laboratories, transportation equipment and service stations. Since the end of World War II, we have spent about \$2,300,000,000 to help meet the growth in demand and to bring you new and constantly improved products.

6. You're the boss

All the money we took in has been accounted for. At our service stations, our plans and our investments face the final test...for our millions of customers are the bosses. To make high quality petroleum products more easily available to our customers, last year alone we spent more than \$37 million on bulk plants, warehouses, service stations.

*What makes a company a good citizen?

Well, one quality of good citizenship is frankness—with employees, stockholders, customers, the public. Because we, at Standard Oil, believe that frankness prevents misunderstandings, we publish reports to our neighbors in advertisements like this so that you will know how we work, something about our Standard Oil family, and the part we play in the economic well-being of the communities in which we live and work.

STANDARD OIL COMPANY (INDIANA)



Bylines in This Issue

PETER LISAGOR, whose byline is familiar to readers of the Chicago *Daily News*, has covered the State Department for the Knight newspapers since 1950, with time out for frequent assignments overseas. He covered the signing of the Anglo-Egyptian agreement in 1954, by which England agreed to evacuate the Suez Canal Zone; the Bermuda conference of Eisenhower, Churchill and Laniel in 1953; the Japanese peace treaty conference in San Francisco, and last year toured the Middle East in the wake of the Suez invasion. Twice he has traveled abroad with Vice President Nixon, to Central America in 1955 and to Africa this year.

The author of "Reporter Covering State Department Needs Judgment and Perspective" (page 6) joined the staff of the Chicago *Daily News* in 1939 after leaving the University of Michigan. In 1948-49, he spent a year at Harvard University as a Nieman Fellow. During World War II he was an editor of the *Stars and Stripes* in London. Lisagor started his newspaper career as a sports reporter, worked for a brief period for the *United Press*, and went to Washington after a stint at the United Nations. He is married and has two children.

RESULTS of a poll of 407 South Dakota high school journalism students were disturbing to **William B. Blankenburg**, who conducted the project. He sets forth some of the findings and implications in "High School Scribes Don't Get Accurate Information on Careers in Journalism" (page 13).

Blankenburg finished the five-year printing and journalism program at South Dakota State College in March. The survey of high school students who should be most interested in futures in journalism was made as a course project by Blankenburg, who points out that the results jibe with the findings of other polls conducted in Iowa and California, so seem pertinent nationally.

In college he was editor of *The Collegian* and an undergraduate member of Sigma Delta Chi. Two years of military service were spent mostly in Germany.

DAVID SHEFRIN presents some of the remarks made by panelists at an Overseas Press Club meeting earlier this year, with his preface, in "Problems and Importance of Reporting Red China Explored by OPC For-

um" (page 11). Shefrin, a senior writer at CBS News, was moderator of the forum, one in a series dealing with "Responsibility on Communications."

In the March issue of *THE QUILL* he reported an OPC forum which appraised the Middle East crisis and news coverage.

EDITING both wire and local copy on newspapers in three states provided the grist for **Richard Ryan's** "Disillusioned Copy Editor Poses the Question, Why Can't Johnny Write?" (page 15). Ryan studied journalism at Stanford University, where he received his Master of Arts degree in 1947. Since then he has worked on the *Humboldt Standard* and the *Humboldt Times* in Eureka, Calif., the *Monterey Peninsula Herald*, Monterey, Calif., two newspapers in New Mexico, the *Tucumcari Daily News* and the *Gallup Daily Independent*, and since last November for the *Corpus Christi Caller-Times*, Corpus Christi, Texas. He also served for a time as chief of the Santa Fe bureau of the New Mexico Newspapers, Inc. He is a member of Sigma Delta Chi.

H. DARDER "DEE" CHAMBLISS, was graduated last month from the University of New Mexico. The article on page 20, "Crime and Court Reporters Strive to Be Understood by the Reader," is based on his findings in a research project conducted last fall. Chambliss has been a part-time staffer at the *Associated Press* bureau in Albuquerque, and before Air Force service worked on the Oak Ridge, Tennessee, weekly *Journal* and daily *Times*. He also worked part-time for the *Knoxville Journal* and the *Duke University News Bureau*. He is 26, married and has one child.

"THE Man Behind the Camera Makes Picture Journalism" (page 9) is a timely article on a matter which editors and publishers of newspapers and magazines today can ignore only at their own risk. The article is based on a lecture given at the Northwest Industrial Editors Institute at the University of Minnesota late last year by **George S. Bush**, instructor in writing and photo-journalism at the University of Minnesota School of Journalism.

Bush, who holds an M.A. degree from Wayne University, was on the editorial staffs of the *Detroit News*,

Detroit Free Press, and San Francisco *Examiner* ten years; later was co-publisher of Carmel-Pacific Publications.

AS he read a copy of *THE QUILL* in the library at the Foreign Correspondents Club in Tokyo, **Stuart Griffin** was inspired to write the article in this issue, "Success Story: From Small Oklahoma Paper to UP Boss in Asia Before 40" (page 18). Griffin is Asian Correspondent for the *New York Journal of Commerce* and a contributor to magazines and newspapers in Europe, Southeast Asia and the United States. He's a graduate of Yale University and the Columbia University School of Journalism. His experience as a working newspaperman stretches back fifteen years. Griffin first got acquainted with Japan September 1, 1945, when he arrived with occupying U. S. troops.

TOM LITTLE'S editorial cartoon on page 4 was drawn especially for *THE QUILL*. The latest honor to be bestowed on this nationally known cartoonist is the



TOM LITTLE

1957 Pulitzer Prize, reported in the June issue. He won the National Headliners Club award for cartooning in 1947. A native of Tennessee, most of his professional career has been spent in his native state. Born in Franklin, Tenn., in 1898, he studied art at the Watkins Institute and the Montgomery Bell Academy in Nashville. From 1916 to 1923 he was a reporter for the *Nashville Tennessean*. In 1923-24 he worked for the *New York Herald-Tribune* Syndicate, then returned to the *Tennessean*. From 1931 to 1937 he was city editor, then became the newspaper's editorial cartoonist, the post he has held ever since. He has drawn the syndicated panel "Sunflower Street" and since 1951 has done illustrations for the *New York Times* Sunday Magazine.

Look for It Next Month

Covering the White House

By Robert Roth

The Forgotten Invasion

By Byron C. Utecht

Freedom of Information in North Dakota

By Ferd Froeschle

THE QUILL

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Profession or Job?

FROM behind the Iron Curtain recently there came across my desk a copy of Novinarsky Sbornik (Journalism Almanac), which the editor explains is "dedicated to the theory of journalism." One of the articles which caught my attention in the English translation, which the editor thoughtfully included, was a discussion of "The Education of Journalists in Capitalist Countries."

The author labors the thesis that "the education of journalists in the capitalistic countries is basically different from the journalistic studies in socialist nations. . . . In the socialist countries journalists are educated as important public workers, fulfilling an important social mission, and must not only be highly educated but must have outstanding moral qualities and a high sense of duty in regard to the social as well as moral character of their work." In capitalistic countries, the writer adds, journalists need only a "necessary volume of knowledge and expert training so they may achieve the journalistic qualifications as wage-earning labor in the capitalist journalistic enterprises."

There is much more in the same vein, and obviously the writer speaks out of the fullness of his ignorance. His opinion has no significance, except as a footnote on Soviet propaganda. His caustic criticism of journalism education in this country, however, prompted the suspicion that by accident this Russian commentator has put his finger on a sore spot.

AT the moment most journalism educators are more concerned with recruiting students to bolster their declining enrollments than they are with the quality of the instruction they offer.

If we accept the judgment of the copyreaders (see Richard Ryan's article in this issue) there is much still to be desired in the technical proficiency of today's crop of journalism graduates. Copy editors are a cynical breed, by inclination and training, and tolerance is by necessity not one of their qualities. My own experience with the students of 1957, however, confirms the suspicion that they are woefully short on a workable knowledge of spelling and syntax.

This lack of grounding in the essentials of written communication, however, is not as serious a weakness as is a problem which is not exclusive to schools of journalism. Allan Seager of the University of Michigan put the problem this way in a recent symposium on modern education:

"College has ceased to be a brightly-lighted stage where



Tom Little, Nashville Tennessean

What Greater Calling?

the student discovers who he is. It is rather a processing-chamber where, with touching submissiveness, he accepts the remarks of lecturers and the hard sentences of textbooks as directives that will lead him to a job."

RELUCTANTLY, I have been driven to an acceptance of at least part of this indictment. Perhaps one of the reasons why journalism is not getting its share of the bright young men is that we have been too busy with the "hard directives" to impart to the present generation the vision we had as undergraduates. Journalism then was not merely a job but a high calling. We accepted the idealism of Walter Williams' "Journalist's Creed," for a "journalism of humanity, of and for today's world."

Perhaps, as Tom Little's cartoon suggests, there is need for more inspiration and a little less emphasis on the "hard directives."

CHARLES C. CLAYTON

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Meet the men of atomic-electric power

These are two of the new "atomic men" in the business of producing electricity. In the photograph, they are studying a small-scale model of an atomic reactor designed for an atomic-electric power plant.

They, and hundreds of other electric company men, are learning how to harness the power of atomic

energy to the job of producing electricity. Working with scientists and engineers of the Atomic Energy Commission, equipment makers and builders, they are helping develop the new tools, new machinery and new kinds of buildings needed for atomic-powered electric plants.

The nation's appetite for electric power is growing rapidly, and atomic energy promises a vast new source of fuel to make more electricity. That's why independent electric companies are studying, testing and comparing methods and equipment to find the best ways to put the atom to work for America.

America's Independent Electric Light and Power Companies*

* Company names on request through this magazine

Reporter Covering State Department Needs Judgment and Perspective

Foreign affairs news is gathered from the State Department and its satellites in routine announcements, daily briefings, private 'guidance,' and from 'spokesmen,' says a veteran capital newsman.

By PETER LISAGOR

THE Department of State has been put on the public couch, after a fashion, and had its bureaucratic head shrunk by some expert journalistic headshrinkers, and some not so expert. It has been set apart as "different."

It suffers from the suspicion, held by a great many citizens (and far too many editors), that it has a vested stake in involving the United States in trouble overseas and is responsible not only for past wars but any future ones in the making. It is widely regarded as somehow not fully American, as a refuge for assorted eggheads and dandies who couldn't make an honest living elsewhere, who affect a broad "A" in their talk, and who pull up their trousers a notch when walking across a pasture.

These popular stereotypes are often hard to dissipate. They complicate the life of a reporter who covers the State Department and its satellites in the field of foreign affairs. Yet there can be little argument that what happens—or doesn't happen—in the department touches the lives of every American—from what he pays for his morning coffee to how securely and serenely he sleeps at night.

THE State Department is a sort of radar and nerve center of this country's involvement in world affairs. It is both prompter and main actor in the global drama; in fact, sometimes the script is written in Foggy Bottom, a name denoting geographical location and not a physical condition.

The department is "different" because the business of diplomacy does require a certain acknowledged reticence and because it is conducted in a language all its own. Ambrose Bierce probably came close to it when he defined diplomacy as "the patriotic art of lying for one's country."

To a reporter worth his wages, however, the need for secrecy is no excuse for denying him legitimate pub-

lic information. It is part of the democratic dilemma that a Secretary of State needs the support of the public for any actions or policies he develops almost as badly as he needs a closed door. Above all he needs public understanding, a fact which only an arrogant man divorced from the doubtful, the mistrusting, the worried who live out beyond the Potomac, can ignore.

THE day is past when men in the State Department can treat their province as an exclusive lodge, beyond the reach, understanding or right of the people to know what is happening. Some have learned this fact the hard way, at their own private and official peril. But they have learned it.

Not too long ago a veteran foreign service officer apologized to a small group of reporters he had been ordered to brief on a matter of current importance.

"I grew up in the foreign service believing it was a sin to be caught talking to newspapermen," he said. "So forgive me if I seem uneasy about this."

Incidentally, once they learn that newspapermen are not bent on destroying them, these oldtimers often become the most productive sources without violating any of their oaths or compromising any negotiations.

There are, unfortunately, vestigial marks of this fearful breed still operating in the foreign service. But foreign affairs in Washington today touches so many bases, in Congress, along Embassy Row, even in dark corners at cocktail parties, where men provide self-endorsements of their own importance with tidbits of high-level conversations to which they have been privy, that an alert reporter can circumvent the tight-mouthed individual and the uncommunicative communicque.

BECAUSE foreign policy often evolves slowly, hesitantly, it cannot be covered between editions, except in cases of extreme crisis. It seldom erupts into a Marshall Plan, North Atlantic Treaty, Korean truce, Formosa treaty overnight. Even such "explosions" as the Suez Canal crisis, the sale of communist arms to Egypt, a Guatemalan revolution, attempted coup in Jordan, have a background sequence with which the experienced reporter is passingly familiar. Talking with State Department officials on his daily rounds may produce grist that isn't fed into his mill until weeks, perhaps months, later. More often than not, he can supply motivations and objectives to the bare bones of an event after a quick check of trusted sources for late judgments.

TO the newspaper reader in Wichita, Missoula, Terre Haute, even Brooklyn, a flareup in Laos, Jordan, Algeria or Nicaragua may have little meaning unless he can be told what it means to the United States and to him. For this reason, the news coming from the State Department demands more and more interpretation and background. A reader may be but dimly aware that a faraway outburst of fighting may affect him, that inflation in Spain, for example, has a direct bearing on his withholding taxes.

Consequently, the interpretive story is ever gaining eminence in the re-

porting of foreign affairs. The three major wire services, which staff the State Department with at least three men each, have moved into the area of interpretation with greater volume. Those "specials" who represent individual newspapers in the foreign affairs field are largely concerned with the broader meaning of events. The best of them manage to combine skillfully reports of what is happening with responsible judgments of what it may mean and indeed, what it may portend.

There are as many ways of covering foreign affairs, in the State Department as well as in closely allied agencies such as the U. S. Information Agency, the International Cooperation Administration, the White House, Congress and Defense, as there are reporters with individual work habits.

THE department's news division feeds out the routine announcements, appointment of a special mission, a change of ambassadors, a new trade agreement, and the like. At daily press briefings, a department spokesman is open to free-style questions on all subjects. But he is often inhibited by orders from forecasting actions or even stating the U. S. position on current developments. How much he should or should not say is determined by higher officials, and he is sometimes left bleeding at all pores by the frustrated regulars on

the State Department run. This is a highly impersonal exercise; the transcript of the daily briefing is read by other officials, and reporters want them to know how they feel.

THE spokesman is a highly useful official, especially to the wire services who depend upon attributable sources. For a bane of the State Department reporter's life is that he must not, in most instances, identify his source. Diplomats will talk for "guidance" and for "background" if they trust you, but it is a rule of the game never to quote them by name. Hence, the catalogue of clichés used by reporters: "reliable informants," "informed officials," "competent sources," "diplomatic circles," to name a few. The reporter who insists upon direct quotes by name will dry up his sources in a jiffy.

This practice places a great strain upon the reporter's judgment. For an official can float out a favored theme to see what the reaction may be. He can try on a contemplated plan for size through the device of the "background" session. If the response is unfavorable, the reporter is stuck with a story that never happened. The unwary can be badly booby-trapped. A Secretary of State can give a group of selected reporters the benefit of his thinking at a background dinner one night and at an open news conference a few days later, when the

reaction is in, deny for direct quotation everything he had said at the dinner.

This has happened. The experienced reporter will do some private checking around with other sources before racing to his typewriter after a backgrounder. But sometimes the competitive pressure is so great that he too will join the pack and write the original story, although carefully qualifying it in the event it backfires.

Some reporters mine the State Department for "exclusives," those unreported messages sent or received that stand alone as good news stories—an American plane shot down off Vladivostok by the Russians and concealed from the public for reasons known only to the bureaucrat; a Soviet official sent secretly packing for suspected espionage; a top-ranking U. S. official who presses to visit the Iron Curtain countries and is talked out of it by diplomatic officials.

OTHERS concentrate on the "bigger picture"—why the foot-dragging on cultural exchanges with the Russians, why the search for a new role to be played by NATO, why the White House announcement of a Soviet A-bomb test, etc.

Some Washington reporters, who do not specialize on foreign affairs but who like to come up with occasional stories about policy developments, ply their trade in many different ways.

Lincoln White, State Department spokesman at a daily briefing of correspondents in the department press room. White, smoking cigarette, is open to free-style questioning on all subjects relating to foreign affairs.



They will attend a dinner with some top official, they will interview a knowledgeable diplomat, they will resort to the time-honored practice of using a little shoe leather to ferret out good sources to exploit an idea they may have. It is even possible that some will throw open their window in the National Press Building, take a deep breath and through some inner alchemy or osmosis, suddenly get an informed vision and write themselves a "high-powered" story. Foreign affairs is such a broad and diverse area, so often speculative, so often confectioned of ideas and attitudes, that this is not impossible. Fortunately, it is hoped, it is rare.

AS in most reporting, personal relationships count for a great deal in State Department coverage, with a notable difference. The average State Department official is a man without constituents to whom the reporter can be a useful bridge. He seldom runs for office, and whether he enjoys it or not, he is consigned by and large to anonymity. Rarely does he feel any debt to the reporter, even more rarely does he feel a necessity for cultivating him.

The reporter is well ahead of the game, however, when he cultivates trust among informed diplomatic officials who know that he will not report his conversations irresponsibly or in a distorted context. He can turn to them for missing pieces in a story. They come to rely upon his judgment and know that his interpretation will be fair and useful.

The State Department reporter must be a man of more than normal patience. Perhaps in no agency of government are there so many meetings, so much to read, so many papers to be shuffled. Mornings find most departmental officials engaged in conferences, staff meetings of one kind or another. Appointments with high officials often have to be made days in advance. And in times of crisis, the geographical bureau involved is too often inaccessible. The news division and those men known as public affairs officers attached to the bureaus get an abnormal workout from reporters pressed to find out what's going on and why.

THE amount of "guidance" or background information a reporter can get from the so-called country desk men (a man for each country with which the U. S. has relations, e.g. the Brazil desk man or the Pakistan desk man) has varied, depending not only upon the ability and willingness of the individual but also upon the way policy is made.

IN the not distant past, policy-making has been organized like a pyramid, with the Secretary of State on top to distill ideas, suggestions and plans flowing upward from the officers in charge of specific geographic areas and of specific countries. The distillation used to occur en route upward. The Secretary leaned heavily upon a policy planning staff designed to enable a group of able advisers to "think out" policy on a long range basis. They were removed from the mainstream of departmental work but they maintained close touch with the working staffs below.

Finally, of course, the policy was set by the President, who is constitutionally charged with responsibility for the nation's foreign affairs.

When policy was thus made, it was possible to get a reasonably accurate rundown on departmental thinking from the desk man or the geographic bureau head. There was a monolithic quality to policy development.

But in recent times, policy has been made from on high. It is fair to say that major decisions were announced before the lower-echelon boys knew much, if anything, about them. The pyramid had been inverted, so to speak. As a result, a reporter's opportunities for reliable guidance were narrowed.

THIS change is reflected in the number of department officials who find it almost essential that they attend the weekly news conference of the Secretary of State. Many of them are there to get the latest word, which may not have seeped down yet. Able as a desk man or public affairs officer may be, he cannot be responsive to inquiries about some impending development or policy formulation if he has taken no part in it or hasn't gotten the word.

The reporter must shape his operations to fit the personal work habits of the Secretary of State who apparently can conceive and devise foreign policy as he may see fit. The point here is that the more diffuse policy-making is, the easier it is for a reporter to inform himself and to pass what he knows along to his readers.

One example should suffice to illustrate the cotton-candy quality of much of the "information" the diplomatic reporter handles. When the so-called Eisenhower Doctrine for the Middle East was launched (through a background session, incidentally, after first being leaked with significant omissions to one newspaper), it qualified as a "what's it" in the early stages. After considerable indoctrination and debate, it finally shaped up as a pledge to use U. S. force against overt Com-

munist aggression if the victim nation asked for it and to offer emergency dollar aid to Middle Eastern countries needing it.

The first pledge seemed to the skeptical to be little more than an extension of the so-called Truman Doctrine for Greece and Turkey, and the aid part of it had been possible all along, except for a couple of restrictions which the Administration asked to be removed.

IN time, however, the Eisenhower Doctrine, even to the originally skeptical, became something quite tangible. Everybody began to write about it as a policy to be accepted or rejected, embraced or scorned. The herd instinct among Washington reporters being what it is, the doctrine assumed shape and substance of considerable magnitude as a special mission toured the Middle East explaining it and signing up customers.

But a couple of months later, a reporter asked Secretary of State Dulles at a news conference what would happen if Jordan, then in crisis, "embraced" the Eisenhower Doctrine.

"The Eisenhower Doctrine," Dulles replied, "is perhaps nothing that is sufficiently tangible to be 'embraced,' you might say. It is an attitude, a point of view, a state of mind. . . ."

Since the United States is now up to its ears in world affairs, the reporter who has a working knowledge of foreign countries is better equipped to handle his State Department job. Editors have come to realize this more and more, to the point that international conferences abroad, wide-ranging junkets and periodic trips to current hot spots and incipient ones are opening to the Washington hands.

The reporter who covers foreign affairs is sometimes labeled a "diplomatic correspondent," a title that tends to contribute to the popular and vastly distorted stereotype that his job demands something more than being a good reporter. It may be that the foreign policy man, who deals in the hazardous field of ideas, attitudes, trends, thinking and the like, should be fairly broad-gauged, widely read, perhaps fluent in one or more foreign languages, with a judgment and perspective of history beyond Hoboken to the east and Monterey to the west.

BUT if he lacks the qualities and equipment of the good reporter, with all that it implies in intelligence and perception, instincts and hunches, he can be called a diplomatic correspondent or anything else that sets him apart and still not be of much value to his editor.



George S. Bush, University of Minnesota journalism instructor, offers some timely suggestions for satisfying today's "picture-choosey" reader.

THIS is the age of visual communication. Picture journalism isn't the coming thing anymore—it's here. For better or for worse, people want more pictures, less type. And the type they want, if possible, is the type that goes along with pictures.

It isn't that people can't read anymore. It's perhaps just that more people than ever before can read. Not so long ago, literacy was the province of a chosen few, of people who enjoyed reading and thinking. Today almost everyone can read. But the mere ability to understand symbols scribbled on a piece of paper is not the same thing as spontaneous interest in translating these symbols into thought.

Pictures can create that interest, and it's a pretty safe bet that picture media will triumph in the bitter contest for the attention of the mass audience.

Most editors realize this, theoretically anyway. They know they have to adjust to stay in the race. Practically, however, they fall far short of this realization. They fall short often because they seem to have failed to understand that while people are more picture-conscious, they are also more picture-choosey.

IN twenties and thirties almost any picture was a stopper. A photograph per se was still pretty interesting, and—if nothing else—it helped break up the monotony of type and therefore compelled some attention.

Today's audience is too sophisticated. Just any old picture isn't enough. Today's picture must have

The Men Behind Cameras Make Picture Journalism

Today's more sophisticated reader demands story value and impact in pictures; he's more than just picture-conscious, he's picture-choosey.

By GEORGE S. BUSH

impact. It must have story value. It must have significance. If it doesn't, it's just wasted effort and space.

THE most notorious offenders are the unimaginative pictures of the type the Milwaukee Journal calls "Three Men and a Piece of Paper."

Now there don't have to be three men in this type of picture, or a piece of paper for that matter. This type includes the picture where somebody presents a plaque to someone else, hands over a check to someone else, points out of a window at a new building, that sort of thing. It's the kind of picture you feel you have to print—but which stops nobody except the guy whose face is in it.

What can you do when you are in a situation where you have to run too many "Three Men"-type pictures? This puts you in a tough spot. Because, as we all know, pages tend to be monotonous when there is nothing on them but a bunch of people in obviously artificial situations, peering either at each other within the page, or out of the page at the helpless—but by no means captive—readers.

SO what's the answer? It's simple enough. Pound some imagination into photographers. Buy them equipment that will allow them to put their imagination to use.

Pictures don't all have to be flashed from eye level or waist level. Get your photog to change his vantage point. If two people are shaking hands, let him bring their handclasp in the foreground—BIG—and get their faces in the background. That sort of thing.

Of course, this can't be done easily with flash. Photographers can work now and then with available light and Kodak Tri-X film or DuPont SX film that they can boost to high speed ratings without getting objectionable grain. Buy and use wide-angle lenses. These lenses have a tremendous depth of field. They'll make your pictures look startlingly different.

Have your photogs shoot from the

floor. Have them shoot down from a ladder. Have them shoot from desk level, or table level in the conference room.

These things, as you are well aware, are photographic tricks. If they are used only as tricks they don't amount to much, and eventually tricky-shot pages get just as deadly dull as conventional flat-face pages. But if the trickery is used to bring out the significant aspects of a situation—such as the congratulatory handshake—then you not only have a picture with visual impact, but also with meaning.

OR take a man getting a 25-year service pin. Why not, for a change, show the back of the head of the vice-president making the award? Shoot over the veep's shoulder. Show his hands as they prick the pin through the employee's lapel. And have the honored recipient grin down over his chin at the pin, proudly but a little bashfully.

And if you have to show lots of people in one picture, don't line them up for a firing squad. Shoot them the way Life Magazine often does. Space them out in a significant location, arranging their placement according to significance. Shoot down at them with a wide-angle lens. Then the picture not only looks more interesting; it also begins to tell a story.

Let's go on to the picture story.

Say you want to run one about a new process or a new plant. Well, the first thing to do is to plan it, to outline the basic shots you want. The first shot in almost any such story should set the scene. It should tell the "where" of the story. Shoot the new plant, or the new assembly line; then play it big to start your story.

SOMETIMES you can tell much of the story right on this picture—by diagramming it. If it's an assembly line, superimpose numerals in strategic places; explain in your cutlines what goes on in each of these places,

or else run close-ups for each of the points indicated.

BASICALLY, a picture story should have three or four different kinds of pictures in it: The over-all scene-setting—perhaps diagrammatic—picture; the medium distance shots showing specific operations; the close-ups that move right in on key people, both executives and the “little” guy, these close-ups played big, real big; and last, perhaps, a close close-up, say a single dial showing a reading that’s the key to the whole process.

It’s generally a good rule to play the over-all shot and the close-ups biggest in the lay-out, and the medium distance shots smallest—but none so small they get lost. Vary your cut-sizes or strip-in sizes. Don’t worry about fitting them into columns. Arrange your type according to the pictures. Bleed where you can, but bleed selectively. Use lots of white space. Vary the width of your gutters rhythmically. Let little pictures set off big ones. It all adds up to more work, but it’s worth it.

Now pictures aren’t the only thing. It’s a rare picture that can run without a cutline. The text is just as important as the picture.

The ideal word-picture combination would work like this:

A PUNCHY picture stops the reader. Then the reader looks at the text block. He reads it. And now that he knows what it’s all about he looks at the picture again. This second look at the picture then completes the story for him. His mind synthesizes what he sees in the picture with what he has read. The picture assumes a new dimension—the readers see it **WHOLE**.

This kind of set-up needs punchy cutlines, well written words that don’t repeat what’s already in the picture; that instead set the scene surrounding the picture, give its background, inject the hidden significances.

Let’s take an every-day example. Say we have a picture of a company president looking over the model of a new plant together with the architect who designed it. In the background is the executive vice-president.

We’ll assume it’s a stopper, shot from table level, with the plant model in the foreground, appearing almost life-size instead of model-size, and the head of the men looming above the plant. Instead of just pointing at the model as so many mediocre photographers would have it, the president’s hand grasps part of the model. It’s **HIS** to play with, the picture says.

Now the run-of-the-mill cutline, in

an industrial magazine, for example, would read something like this:

President John Shmoe (left) of the Swept-Wing Manufacturing Company discusses model of new plant with George T. Square, the architect who designed it, as Vice-President Bill Glubb looks on. The plant, which will cost an estimated \$20,000,000, is scheduled for completion next June 11.

(You noticed that Bill Glubb “looks on.” Mediocre cutline writers always have people “looking on.”)

WELL, how about working it the other way—with imagination. Here’s one possibility:

IT’LL BE A BIG DAY for President John Shmoe (left) and his 10,000 co-workers at the Swept-Wing Manufacturing Company when the new plant starts operations next summer. Model, designed by Architect George T. Square (right) is one-millionth life size. Vice-President Bill Glubb (background) estimates new plant will provide work for 2,000 more people. Target date for the \$20,000,000 plant: June 11.

A little longer, perhaps, but also a little more interesting and story-telling.

Take another example. Say Shmoe is handing a check to Dick Weasel of the Community Chest. Check is for \$200,000. Bill Glubb’s in the background again, “looking on.”

Let’s use a wide-angle lens and show the check **HUGE AND LEGIBLE** in the foreground, shooting according to the old guy-with-the-big-feet principle. Behind the check, and holding on to it one at each end, are Shmoe and Weasel. Glubb radiates good will in the background.

Lazy man’s cutlines:

President John Shmoe (left) yesterday presented a \$200,000 check to Community Chest Director Dick Weasel as the Swept-Wing Manufacturing Company’s 1956 contribution to the Red Feather Drive, as Vice-President Bill Glubb looked on.

The other way:

THAT’S A MIGHTY BIG CHECK President John Shmoe has for Dick Weasel: \$200,000 worth. It’s the company contribution to the Community Chest this year—enough for one million lunches for underprivileged kids, according to Vice-President Bill Glubb (background), who likes to turn cold figures into bread-and-butter statistics.

So: Don’t meet your deadlines with dead lines. Put punch into them.

Take some trouble with them. Get in the mood. Use your imagination.

It is, incidentally, a good idea to start your cutlines with a boldface or cap leader. Don’t let this leader be just any old group of words. Use words that will tell the story, or at least give an idea of what it’s all about. And don’t cut the leader off arbitrarily in the middle of an idea. Write it with the specific width of the line in mind, making the leader go about one third or one half of the line.

So we arrive at two obvious rules for photo journalism: Better pictures. Better text to go with the pictures. For this you’ll need inspired photographers and inspired writers. That’s your problem. Suffice it to say that the photog who must cope with today’s requirements can’t be a mere shoot-from-the-hip button-pusher.

HE must be intelligent enough to understand in depth the situation he is to photograph; he must have an all-around education so that no phase of life is strange to him. He must have an artist’s eye, and I don’t mean prissy high-brow stuff; art is an every-day affair—it’s visual impact. An artist’s eye can spot what makes for visual impact, and what doesn’t.

You should no more hire a photographer merely because he is technically competent with his camera than you would hire a writer merely because he knows how to type. Camera and typewriter are only tools. In both cases it’s the man behind the tool who counts.

Highly competent personnel costs money. But the expenditure is worth it. It’s an investment in the future. Nobody knows how long our economy will keep on expanding. When it stops expanding publications will die like flies in a cold wave. Publications with an eager audience will outlast others. And today that means publications with better pictures and better words.

Worth Quoting

“When a newspaper receives a Pulitzer award, as did the *Chicago Daily News* for its investigation of the Hodge scandal, the advertiser might well look beyond the award to its impact on the newspaper’s readers. We know from past awards what that impact is. The reader comes to regard the newspaper as his watchdog over the public offices where his tax monies are levied and spent. And a confidence grows that here is an alert, intelligent friend who can be trusted to protect the reader’s interests.”

JOHN S. KNIGHT

THE QUILL for July, 1957



Three of six panelists who discussed reporting Red China at an Overseas Press Club forum are in this picture, taken at the New York meeting. Left to right: Victor Lasky, chairman of the OPC Freedom of the Press Committee; Panelists Peggy Durdin of the New York Times Magazine, William Arthur, managing editor of Look, and William Worthy of Baltimore Afro-American; OPC President Wayne Richardson; David Shefrin, moderator; and Mike Wallace, a guest. Panelists not in the picture: Henry Lieberman, New York Times correspondent in Hong Kong; James Wechsler of the New York Post; and Morris Ernst, well known attorney and authority on press freedom.

Problems and Importance of Reporting Red China Explored by OPC Forum

William Worthy and five other panelists size up the picture of reporting China, from inside and out, for Overseas Press Club in one of forums on 'Responsibility in Communications.'

By DAVID SHEFRIN

HOW does an American reporter function inside Communist China? He has certain difficulties in transmitting news. Was the State Department justified in its prohibition against travel by newsmen to the China mainland? The public is not aware of its rights.

These were some points made at an Overseas Press Club Forum about "Reporting on China," an inquiry into some factors behind the dispute over the Government's ban.

The OPC Forum was another in the series called "Responsibility in Communications" at the Club's Memorial Press Center in New York City.

William Worthy, who took time out as a Nieman Fellow at Harvard to defy the State Department and to go to Red China, joined five other panelists in putting together a picture of the elements of reporting about China today.

With Secretary Dulles and the State Department on record as attempting to modify or lift its ban, the outcome of the dispute over newsmen going to Red China seems at least a long range certainty.

THE Forum's purpose was not to argue the merits of the China question for newsmen but to explore the

need for Americans to get information out of that country and how it might be done.

HENRY Lieberman, who has been The New York Times' eyes and ears on China from Hong Kong, measured the virtues and limitations of reporting about the country from just across the border.

Peggy Durdin of the Times Magazine, who was born and brought up in China, discussed the personal requirements of a news person working there.

Managing Editor William Arthur explained Look magazine's decision

to ignore the State Department and send a correspondent and photographer to Red China.

Editor James Wechsler of the *New York Post*, who printed Worthy's material, sized up what he believes was the lack of sufficient outrage by newsmen at the Government's prohibition.

And Morris Ernst, a well known attorney, defined the Constitutional rights involved, saying they belonged, not to the men and women of the press, but to the public at large.

Here are selected remarks by the panelists.

Report From China

William Worthy: I was in Africa last summer when the invitations went out to twenty-odd American newsmen to come to China. It took two weeks for word to catch up to me in the Gold Coast. I immediately cabled Peiping, but heard nothing, so returned to the United States and followed up with letters. The cable from Peiping finally came December 16. I had booked reservations to Hong Kong a month earlier and had gotten shots at Harvard.

Five days after the cable reached me I was out of the country and soon was crossing the border at Hong Kong, December 24.

The procedure at the border is simple. A China Travel Service man takes you from the railroad station to the border and clears you through British immigration. There happened to be no British on duty at that lunch hour, which may explain how I got out of Hong Kong. Only Chinese employees of the Hong Kong Immigration Service were on duty and within ten minutes I was on the bridge leading into China. The customs procedure was cursory and polite. There was no request for my immunization record. Within a couple of hours after filling out forms I was on the train to Canton.

Next morning, within a couple of hours of reaching Peiping by plane I was closeted with Chen Wei, head of the liaison section for foreign correspondents at the Foreign Ministry's Information Department. Chen Wei is a cold fish. He is a Swarthmore graduate of 1949. He knows something about the American press and its needs. Within his limited powers, throughout my stay Chen Wei did whatever he could for me. He was quite informal.

I made clear my major requests. I wanted to interview the American prisoners; I wanted to interview Mao Tse-tung; and I wanted to visit Fukien Province opposite Formosa. I also made the usual request to see factories, hospitals, schools, the bureau of labor and so forth. But I kept pressing until the interview with the prisoners—actually one prisoner—was granted, and for the interview I finally got to see Chou En-lai.

I kept up a kind of drum fire until January 6 when I got to see Chou the day before he was to leave for Moscow. He had just come back to Peiping two days earlier from a tour of Southeast Asia.

I learned that it was unlikely that I would be granted an interview with Mao Tse-tung. He'd seen few or no foreign correspondents since 1949, when the

Communists came to power. It was clear that the interview with Chou and the interview with the one American prisoner were special favors for Ed Stevens, Phil Harrington (both went to China for *Look*), and myself, for being the first American newsmen to come to China. The prisoner I saw was Paul Mackensen.

The first ten days in China were largely consumed with trips back and forth to the Press Department, the cable office, Radio Peiping and other agencies trying to arrange for collect cable facilities. I was allowed to file one or two collect cables to CBS, London, for relay to the United States. But there were no collect facilities direct to the U. S. and it took quite a long time to get the lines clear.

The Chinese say RCA, owes them half a million dollars, since 1949, for use of the regular radio telegraph circuit from Shanghai to Oakland, which is open every day. But there is no way for the Chinese to collect and they weren't going to let us add to that total. From Shanghai there also is a radio telephone circuit direct to San Francisco open for an hour every day, but you can call only from Shanghai. Tolls were high. At first I filed to CBS, London. But there is an eight hour time differential and cables would be delayed overnight in London. I wound up filing via CBS, Hong Kong, where the cables were re-sent to the U. S.

Cables sent to the Baltimore *Afro-American* had to be prepaid. There was no other way. Jim Wechsler, editor of the *New York Post*, arranged a transfer account in London for me, cables to be sent via London and paid there. It took time to arrange, though. The Press Department had to approve my filing to the *Post* because Wechsler's request for articles came after I had arrived and I had not identified myself as a *Post* man.

A Chinese official in the Ministry of Post and Telecommunications, taunted me about the slowness on the American end in arranging collect facilities and also on broadcast arrangements. He kept telling me that the other cable agencies lived in terror of what he called the Federal Communications Committee, that they really didn't want to establish contact, and that I was wasting my time trying to arrange two-way broadcast circuits and cable facilities.

I'm frequently asked: Was I shadowed in China? The answer is "no." There is no need. So many people are reporting your movements to the authorities that there is no need for any one person to be assigned that task.

My request to visit factories, hospitals, schools and other agencies came through fairly quickly. At no time was I conscious of any deliberate obstructionism.

I probably should say a little about the two-way circuit to the United States for the benefit of future correspondents. When I did broadcast three times from China, twice from Peiping and once from Shanghai after the prisoner interview, I was using a one-way circuit over the facilities of Radio Peiping, beamed simultaneously to Hong Kong and San Francisco. Guy Searls of CBS monitored it in Hong Kong. RCA monitored in San Francisco. Whichever picked it up best relayed it on to the network. Meantime, things were moving on an administrative level to get me a two-way circuit. After considerable pressure we finally had gotten RCA to initiate contact with Shanghai.

I grew impatient the day of the interview with Chou En-lai, January 6. I wanted to broadcast what he told me immediately. I thought I could speed things up, as I once had done in Moscow with Khrushchev, by going to the man at the top. During my interview with Chou I told him about the slowness with the radio circuit and asked if he could hurry things up. He replied that because the American Government does not want contact with China, now was not the time to reestablish the commercial two-way radio circuit.

Within a few days I interviewed William White, one of three Negro prisoners of war who stayed behind voluntarily after the Korean War. I also interviewed Samuel Hawkins, one of the white prisoners. I could have interviewed almost all of the other sixteen American prisoners of war if I had had time.

I was in China forty-one days, mostly in Peiping. I did stay in Shanghai ten days when I went there to interview Mackensen in jail. Much of that stay I spent tape recording and filming for CBS some of the characteristic sounds and sights of Shanghai. I was constantly running into difficulty with 220-110 volt, AC and DC current; and with British, French and American style electrical outlets. I'd get to a place for an interview, then find there wasn't the proper outlet or plug.

China Background

Peggy Durdin: I have lived in China most of my life and spent a good many of those years married to a newspaperman, Tillman Durdin of *The New York Times*. I pay no attention to the thesis that reporters shouldn't go to a country because there are personal risks involved. My husband and I have been married twenty years and I doubt whether a year has passed that we haven't taken serious risks in the course of his work, risks of which the State Department took no notice, and from which it made no effort to protect us. I don't believe the Department of State has any responsibility in this matter, as far as newspapermen doing their legitimate work is concerned; and I don't think editors can take on this kind of responsibility.

The more important a country is and the less sure the United States is of friendly feelings towards it or of its feelings towards us, the more vital it is to have the country covered well as quickly as possible by as many American newspapermen as possible. I think it is the duty of the United States government to find out as much as possible about China by a variety of methods, which include, first hand; and I certainly think it's the duty of every important media of communication in this country to try to inform the American public about China in every possible, intelligent way, which includes on the spot reporting.

On China the best story is necessarily the first-hand story. China has always been a country where the best story is a combination of the scholar's story and the first-hand newspaper story; these should be combined, if possible, in one man. The China story has always been one of the hardest but most interesting stories to report. It is one of the world's

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Why are youngsters passing up the fourth estate, with jobs galore, travel, better pay, great people? A poll indicates that

High School Scribes Don't Get Accurate Information On Careers in Journalism

By WILLIAM B. BLANKENBURG

"I'd like to hire three of your spring graduates for my daily," the publisher said into the telephone.

"So would eleven other dailies, and umpteen radio stations, public relations agencies and weeklies," a voice sighed through the ear piece. "Our school will graduate 20 majors this year and I've got four or five jobs for each of 'em."

Receivers back on their respective cradles, the frustrated employer and the harried journalism prof cursed a state of affairs common in the United States: Not enough journalism graduates to fill the demand.

Professors and professionals alike are becoming alarmed at journalism school enrollments that remain static while students are bursting the walls in other college and university departments.

Both are turning their eyes toward the high schools of the nation—that vast reservoir of career-minded young citizens.

"We've got a wide-open field," one newsman harangued. "Jobs galore, chances for travel, pay's getting better all the time, hours are good, and the Lord knows we're great people to work with. Why don't more kids join us in the fourth estate?"

"Maybe the bloom is off the peach and there's not so much blood and guts," an elderly publisher said, "but we've got good, solid work to offer—and that's what these security-minded youngsters want."

ALL well and good. But do the youngsters know all about the virtues of journalism as they make career plans?

The sad fact is that high school students aren't getting enough information about journalism careers, and much of what they do get is misleading.

Some attempts have been made to find out what rocks 'n rolls around in the heads of the high school students who could lessen the journalist-shortage dilemma.

A recent poll of 407 high school journalists in South Dakota indicates the students are short on accurate information about careers in journalism.

They greet the prospect of life in journalism with mixed emotions. While 69 per cent think journalists have a "good" or "excellent" social standing, only 14 per cent feel themselves qualified for such a life.

WHY aren't they qualified? One girl wrote, "I can't become a journalist because I'm a girl." A boy counted himself out "because I can't take shorthand."

These were isolated answers, but indicative of some of the notions the young people have. Eighty per cent thought themselves not eligible for journalism for one or more of three reasons: lack of interest, not enough training or experience, and inability to write well.

The students polled have low estimates of beginning wages. They guessed a beginning journalist's pay was anywhere from \$10 to \$160 a week, with an average of \$49.40. Last year's journalism graduates from South Dakota State, by the way, averaged \$77.50 a week to start.

They don't have a knowledge of the variety of jobs available, either. In the South Dakota poll the students were asked what kinds of jobs came to their minds when they thought of the word "journalism." Of all responses, 81 per cent were associated with newspaper or magazine work, with "newspaper reporter" predominating. Radio, television, photography, public relations and advertising were rarely mentioned.

Meeting people is the greatest ad-



William B. Blankenburg, who points out some of the reasons why journalism is not getting its share of promising high school graduates.

vantage of a career in journalism, according to the students polled. Opportunity to travel, pay, advancement, and a chance for self-expression also ranked high in the "advantages" part of the poll. The greatest disadvantage of a career in journalism, said the high schoolers, are the "long irregular hours." That answer comprised more than a fifth of all disadvantages.

Three per cent of all disadvantages listed by the students said "jobs are hard to get." Danger, competition, and lack of security were seldom mentioned.

Where do the high school journalists get ideas about journalism? Mostly from their high school journalism classes, according to the poll. Schoolwork (classes, textbooks, student newspaper, yearbooks, and teachers) comprised two-thirds of all sources listed.

ALTHOUGH half of the students said they knew personally a professional journalist (usually the home-town publisher), only 5 per cent of all responses indicated a working newsman as a source of career information.

The teachers and publications advisers polled present a peculiar picture. Three-fourths of them goodheartedly answered "yes" when asked if they intend to offer guidance to students showing interest and ability in journalism, but fewer than half of the same teachers indicated that any vocational opportunities were discussed in their classes.

Professionals, J-school teachers, and

high school advisers are beginning to get together in an effort to attract capable young people into journalism. It's far from a concerted effort, as witness this letter from a high school publications adviser, written to a professor of journalism:

We heard a speech by a New York journalism biggie. He took some hide off of us advisers about scaring the kids away from journalism.

"So I fired up and got some information from the American Council on Education for Journalism and began counseling my students toward journalism careers. Invited a prof from the State University J-school to speak before the class. He did a cloud study on the theory of communications. The kids snored.

"Next month I invited the local publisher. First thing he did was boast to the kids about how many

hours he put in—something like 60 a week—and how it took a big he-man like himself to bear up under the strain of deadlines.

"A few weeks later we heard a deskman from a nearby daily. First he blue-skyed the ethics of journalism, then he back-bit the publisher about his paper's wage scale.

"Where do we go from here?"

A lot of people would like to know that answer. It seems to depend upon when the journalists at all levels can coordinate a solid program of information about their profession and get it across to the bright young high school students who are choosing careers.

WHETHER by hard-sell or soft-sell, the profession must be sold to the youngsters if the supply of journalists is ever to meet the demand.

Problems of Reporting Red China Discussed by OPC Panelists

(Continued from page 12)

biggest countries and has had inadequate communication and transportation systems for thousands of years. It was possible to go 100 miles from the town in North China, where I was born, and find yourself unable to speak the dialect there. You could live in Shanghai and be unaware of innumerable little wars and rebellions going on in other parts of the country.

Now China is difficult to cover because it's a Communist country.

But the chief reason it is important for us to get many intelligent American reporters into China is because here is a country which could hardly be more different from our own, which we have often thought we understood better than we did, and about which we have often woven many pleasant myths which were incorrect.

Compare the problems involved in first-hand coverage today of China and Russia. The Russian Revolution is, after all, not new. It's about forty years old. Much has been written about it by newspapermen and correspondents can read many academic studies of it. Novels have been written by Russians during this period. But the Chinese Communist Revolution, only one of a good many Chinese revolutions of which both the reporter and reader are generally unaware, is new.

The average intelligent reporter going today to Russia probably has read at least two pre-revolution, pre-communist Russian novels. The average intelligent reporter going into China today couldn't even give you the name of a great Chinese novel. The reporter going to Russia has studied some European and, therefore, Russian history in college. There are few schools in the United States today in which students get any real study of Asia in general and China in particular. The reporter going to China goes unarmed with the whole unconscious

bundle of understanding which one picks up in schools.

Newspapermen are not sufficiently conscious of the tremendous difficulty of understanding an ancient, alien Asian civilization: traditions, habits of thinking, and so on. China has had one of the greatest, oldest civilizations in the world. It is complex. Its changes are complex. The process of its changes are complex.

This is why I don't think on-the-spot reporting on China is valuable unless the reporter has tried to delve under the spot news, tried to understand and explain a speech by Chou En-lai in terms of not only what he sees now, but in terms of what Chinese have been like and what has happened in China before.

Intelligent on-the-spot reporting on China we need badly. It is best if reporters have been in China before and can speak the language. At least newspapermen new to the country should get background information so that they can understand the little bits and pieces of China they will face.

We need intelligent American reporters on China in China badly. I am a great believer in having American papers print articles by Englishmen, Frenchmen, Indians and writers of other nationalities—but not to the exclusion of articles written by Americans. Surely we ought to have competent reporting on China by our own people first, then add to this the reporting by people whose nationalities, biases and views are different.

Reporting From Hong Kong

Henry Lieberman: In 1950, after spending some time on the mainland of China under the tutelage of Till and Peggy Durdin, I was stationed in Hong Kong for the *N. Y. Times*. I was there about six years, but thus far no publisher has asked me to write a book entitled "Outside China."

Covering Hong Kong is a cross, really, between the old forms of ship news reporting and writing a term paper. I am asked to tell you something about how we cover Hong Kong, or rather, how we cover China from Hong Kong. When one is in Hong Kong—in a kind of limbo, so to speak, where you're not really connected geographically with the country you're covering and you're not really connected with any other country—one can look dispassionately at the rest of the world.

Hong Kong is more of a reading post than a listening post. More stuff accumulates on my desk in Hong Kong in fifteen minutes than accumulates on the desks of some American editors in a month. You must plow through it, reading extracts and full translation of newspaper articles, magazine articles, etc. In addition, you follow the Peiping radio, not just the foreign broadcasts, but also the domestic broadcasts.

In Hong Kong we talk to all kinds of visitors to China. We talk to "cultural" visitors and diplomats, to Chinese, including *amahs* who go in to see their relatives on the mainland and come out with stories that in many instances clash with the reports of some rather distinguished visitors. Then we compare. As a matter of fact, we have to protect ourselves even against the damaging domestic admissions of the Peiping radio and the Communist press. Let us say, for example, that the government starts a campaign against drought. Nobody has heard anything about drought until the campaign starts. Immediately the mainland press, from all parts of the country, reports the "biggest drought in the history of China." So if you took the Communists' own word for it, you would come up with a terrific story on drought. Not that there haven't been serious natural disasters in China. But what I am driving at is this—even after you get a story that you can hang on a source, to get a reasonably accurate report you then have to ask visitors who've travelled through certain areas what the fields look like. You may hear that the fields look pretty green in some of the same areas from which the papers have reported drought.

We try to solve such problems by means of our statistical files. Concerning drought, we wait till the Chinese Communists come up with a figure about how many mow of land have been affected by drought, then compare the figure with our files on land affected by previous droughts. We've kept files on this and other subjects for a long time and have avoided some rather substantial errors.

I agree that the first hand story is the best story. But the story that we have gotten from Hong Kong, I think, will be substantiated by the reporting that eventually will come from China: that China is the new major power of the late twentieth and twenty-first century; that this, at the same time, is a totalitarian regime with some interesting psychological gimmicks, a place where dullness, drabness and suppression stand in contrast to the resilience and creativeness of the Chinese people.

One thing has occurred to me in reading reports of some correspondents who have gone to China: A number of the favorable reactions to the place are reactions to Chinese characteristics rather than to Communist characteristics. There is often a confusion between what is

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Richard Ryan shakes his head and sharpens his copy pencil, then sets down some of his uncomfortable observations regarding newspaper writing today.

MY experience on a copy desk has convinced me the new crop of newspaper reporters and wire service men and women do not know how to write. Many of them have only a foggy notion of proper grammar and choice of words. There are many, of course, who have been in the newspaper profession for years and still have difficulty expressing themselves simply and clearly. They are incapable of organizing their thoughts; they don't know what they want to say.

But the worst offenders are the new arrivals from the colleges and universities, graduates of our journalism schools. Only a few years ago, newspaper readers could expect bright writing; often the leads were clever, the subject matter was expressed clearly and concisely. "A Treasury of Great Reporting" is packed with good writing, as well as good reporting.

MANY of the oldtimers still are with us, still writing clearly and competently. Their work is a pleasure to read. Occasionally there comes a good story out of Washington, or from one of the foreign correspondents, which has style and brilliance. Some local reporting is good; some columnists (Stanton Delaplane, for instance; Bob Ruark on occasion; Herb Caen; Marquis Childs; John Crosby, and others) can express themselves deftly and with ease.

THE QUILL for July, 1957

Disillusioned Copy Editor Poses the Question: 'Why Can't Johnny Write?'

Supporting his contention that present day journalism graduates are guilty of sloppy writing, this critic offers some examples.

By RICHARD R. RYAN

But so much of our writing in newspapers these days is pedestrian; it makes the reader work hard to glean the kernel of news. It lacks impact. It is dull. The problems of writing for a deadline, of producing under pressure, are no greater than they were a few years ago. The subject matter, if anything, requires better writing. It is more complex, more demanding of understanding, yet we are failing, it seems to me, in our duty to our readers.

Even sports writing has become sticky with clichés, has grown tired and dull. Nowadays you seldom find such leads as these:

"The Goose was loose and the crowd was loud as the Harlem Globetrotters defeated their opponents in the Paris Hippodrome tonight, with Goose Tatum scoring 31 points."

OR, "Once again this afternoon, Columbia's Lions grasped defeat from the jaws of victory as Lou Little's squad lost in the final minutes of the Football game."

Perhaps we no longer are attracting into the newspaper profession the reporters with the ability to spot the bright lead, to write the news with style. Whatever the cause, the problem is real. The writers are prolix. They use seventy-five words to say what could be written, with more punch, in twenty-five words.

In saying things at length, they tend to become confused. Take a look:

"EDINBURG, Texas, April 2 (AP)—Court sessions ended today and a record of habeas corpus hearing for a convicted forger who claimed he was beaten by South Texas officers was being prepared for the Court of Criminal Appeals.

"Attorneys were preparing state-

ments on several legal points involved in the hearing for convicted forger Frank Lee Roberts. The statements were to be included in the record."

OR this one, from Washington: "Commenting to reporters on pending legislation to pay livestock growers rental value on their land kept out of pasturage until good grass cover takes hold after rains come, Johnson said range experts at Texas A&M College estimate 20 million acres in Texas might be placed under deferred grazing program if it is put into effect."

The use of the infinitive apparently is difficult for present-day writers. Some go to astounding lengths to avoid it. For instance:

"FORT WORTH, March 29 (AP)—Fifty petitions aimed at removing Tarrant County District Attorney Howard Fender from office started circulation here today. Guiding the work is Sam J. Knight, a retired police officer and official of the Odd Fellows Lodge.

"Knight said the petitions when filled with signatures would be presented to Tarrant County's district judges for action."

OR again: "Palacios said he had decided on the naming of Mrs. Haught for the sake of harmony after the proposed appointment of Parr met opposition from some members of the city council."

Or another: "The tax assessor-collector warned late buyers that they might should bring their lunch if they wait until the last minute before buying their tags."

Or this one, from *Associated Press* in Washington: "Cobb said this happened because the firm was requiring

that all customers prove they deserved the lower rate before they got it."

Sequence of tenses is a rule that trips not only local reporters and correspondents, but writers for *Associated Press*, *Reuters*, the *New York Times*, the *Chicago Tribune*, the *Chicago Daily News* and the *New York Herald-Tribune*.

THE rule states that the main verb governs the tense of the subordinate verbs. Thus, in an indirect quotation, the main verb is "he said," and the tenses are perfect. It leads to absurdities when the writer fails to remember the second part of the rule, which says "permanent truths" still are expressed in the present.

Here's a dispatch from *Reuters*, out of the Far East:

"An author said here silence was the secret of Eastern women's power to captivate men. Western women had to use words to get their own way, said the author, Dr. Elizabeth Comber." Sounds silly, doesn't it?

The big trouble comes with indirect quotations, which give rise to such sentences as this:

"Secretary Dulles said he thought the situation would improve." Unless something has changed his mind, Dulles still thinks that way; if not, we should have the story.

The Texas Legislature has been in session, and the writers who cover it get tangled in the use or non-use of the subjunctive.

They describe the effects of bills as if they have been passed upon introduction, saying such and such a bill "will" do something. "Would" is the better construction, or the writers could describe the bill as one "to do" something.

Worse, the overworked reporters copy the language of the bill, as happened here:

"The bill amends the voluntary Texas meat inspection law, providing inspection of birds prior to and following slaughter." What's wrong with "before" and "after"?

MANY writers, doing an advance, apparently are afraid the event will not occur; their feeling seems to be that the world may come to an end. Thus, we get such constructions as this:

"More witnesses for Greyhound were to be heard in Corpus Christi next week before the hearing returned to both cities to hear testimony from witnesses for Continental-Union-Trailways." This is an AP dispatch.

We have not touched on the exam-

ples of plain, bad writing; work that discloses fuzzy thinking and fuzzier expression:

ALSO at the meeting the board heard progress reports concerning starting of work on the San Fernando Road in Northern Mexico, the National Guard Armory and Officers Reserve Corps building proposed for McAllen, study of a proposed trades fair, work on a possible new industry and expansion of summer travel."

Or: "The seminary professor said the Baptist group was expanding also in two other areas, foreign missions and rural churches, where they are trying to strengthen churches so that they can use a full-time pastor."

Who's trying? The group, or the missions and rural churches? You can't be sure.

Here's one from Oklahoma:

"It was Steinbeck's story of 'Okies' traveling to California to escape the dust bowl and depression days that formed the theme of his novel, 'Grapes of Wrath.'" Why not say "Steinbeck's novel 'Grapes of Wrath' was the story of Okies traveling to California to escape the dust bowl and depression"?

THERE are the mistakes in grammar—things that should have been corrected in elementary school. Take this AP report:

"Rep. Wade Spilman of McAllen, chairman, said the group would have to decide who it wanted to hear next before the meeting date could be set."

Newswriters seem determined to foist on us the use of "over" when they mean "during" or "more than." They persist in saying "over the weekend" for "during the weekend," or "over 500 people were present." Do you suppose all 500 were high? Sill others use "as" when they mean "since" or "because."

Of course, length of time in the profession doesn't always mean competence. One veteran was responsible for both of these expressions within a week:

"The legislators now get \$25 per diem per day," and "The bill will permit the junior college to give Baccalaureate Degrees."

Split verbs no longer are considered cardinal sins, but do we have to have them in constant use?

You don't expect the country cousins, the rural correspondents, to write well. You just accept the gist of their news and make out of it what you can. But why should a copy desk have to sweat blood deciphering the meaning of a professional writer?

Spelling is impossible. We have

some in the profession who scarcely can spell their own names. The rules of usage are unknown. Perhaps the colleges no longer give courses in "dumbbell English" for those students who get out of high school without the fundamentals of the language.

Some people are born without the inner sense of rhythm that makes a good writer. Some have an incurable blindspot about grammar; others cannot learn how to spell. These people should be shunted away from a profession in which the language tools are fundamental.

THE time to eliminate them is in the beginning writing courses. If a student obviously never will be able to write, the kind thing to do—to him and to all newspapers and newspaper readers—is to persuade him to take engineering or some other course that doesn't involve inflicting his insufficiencies on a suffering public.

Panel Discusses News Coverage Of Red China

(Continued from page 14)

Chinese and what is Communist. For example, a number of the people have told me about "new" cotton mills that were in China long before the Communist came.

The techniques that have been used in Hong Kong have produced the story of the beginnings of the Peiping regime. What is necessary now is some solid reporting from inside China on just how it is developing. I think much of the best reporting on China in the past few years has come from Hong Kong rather than from China itself. The reason is that Hong Kong reporting has been continuous reporting, the kind of reporting where a man sits down, looks at the problem and says, now this is what I am confronted by. I've got to cover this country. How? He thereby evolves a technique, maybe not the best, but it fits the particular situation. He continues to follow a running story that keeps on running long after the one-month, two-month or three-month visa has expired.

This brings us to the question of reporters going into China. I approve of reporters going into China. However, let me point out that these visas that have been issued by Communist China are not permanent visas, but for one-month trips. We tend to lose sight of that in concentrating our dissatisfaction on the State Department alone. Not that the State Department hasn't been extremely foolish about this in my opinion. The point is that we are on the threshold of this problem. Getting into China for one

month trips is only the beginning—because the meaningful coverage on China is going to come only after the establishment of permanent bureaus on the mainland of China. When this is done, the kind of techniques used in Hong Kong to monitor the press, to keep watch on the radio and to study general developments are going to be just as useful in Peiping as they have been in Hong Kong.

Look Magazine's Stand

William Arthur: The decision of the State Department last August was received in newspaper and magazine shops throughout the country with a great deal of consternation and questioning. *Look* decided to do something about it; not to defy the State Department, but to get a story. Defiance of the State Department naturally followed, in order to get the story.

Typical of the editorials which ran throughout the nation after the announcement that Bill Worthy, Ed Stevens and Phil Harrington were in China was one in the Tucson Arizona *Daily Star* headlined "Are Americans to Report Foreign News?" It's that simple. Our decision to go into Red China to get the story was that simple.

Look has run stories on China. So have other magazines. Quite recently *Life* had a story about going into Red China, written by a Frenchman. *Look* ran a story last Fall written by an Australian and a Canadian. No American had been there. We feel it essential that American newsmen and reporters be allowed to report as Americans see things, so that their interpretation to the American people can be straight, in the American sense, with the environment, the background and knowledge we have here in this country of our own situation as a backdrop for situations overseas.

Now there was no official announcement about the situation involving Ed Stevens and Phil Harrington until February 7. Up to that time the State Department simply had said they were going to do something. It wasn't until about then that the Department actually moved to do something. We announced that we had asked the State Department for an open hearing on the move to revoke the passports of Stevens and Harrington. We announced that Stevens had been called to the American Embassy in Moscow and told his passport would be invalidated, except for travel and return to the United States. The Embassy in Moscow told Stevens that he would be entitled to a hearing before turning in his passport and thus far, as of now, no action has been taken or intimated as being taken against Harrington now in New York. We welcome an opportunity to air this matter in an open hearing.

We feel that the question of a reporter's right to travel involves important aspects of freedom of the press and the sooner it is fully tested at an open hearing the better.

Events leading up to this problem began when Stevens and Harrington entered China from the Soviet Union on December 23. The decision to assign them to do a story in China was taken by *Look* despite the existing administration ban on travel to China. The editors felt that the story was so important that American readers should have the opportunity to read it from American reporters. On December 28 we were informed by the State Department that the presence of Stevens and Harrington

in China was hindering negotiations for the release of the ten Americans held in Chinese prisons. In view of this information, we promptly instructed Stevens and Harrington to return to Moscow. Although assured that such instructions had been sent to the two men, the State Department announced on the same day that their passports would be revoked and threatened them with possible prosecution by the Treasury for violating the Trading with the Enemy Act.

Harrington and Stevens left China January 21, cutting their trip short by several weeks. The information given to *Look* by the State Department on Dec. 28 implied that if arrangements could be made for the release of the prisoners the ban on travel to Red China by U. S. newsmen would be lifted. On February 5, however, Mr. Dulles said at a press conference that Communist China wanted to make a deal whereby it would release the ten American prisoners if the U. S. allowed American newspapermen into that country. He said this was unacceptable. Mr. Cowles, our President and Editor, said that this seeming contradiction in the State Department's position is one more reason why we welcome a hearing that would clarify a confused situation.

An Editor's Responsibility

James Wechsler: I was ready to give my all for Bill Worthy, if and when he was put in jail. This is the familiar role in which editors find themselves when reporters get in trouble.

There was a certain heroism involved in trying to find out where he was. Never did any editor stay up more hours more nights hoping we'd just get a few paragraphs; then would come some kind of mysterious note saying that if I answered eight more questions he might be permitted to send seventy three words. However, given the cable rate he has described tonight, this may have been a salutary development. We haven't gotten the bill yet.

I really have not too much to say about the difficult duty of accepting cables from Bill Worthy. I think that in the long run of history this is going to be a rather memorable moment in our profession. I feel some shame about the reaction of the American Society of Newspaper Editors, of which I happen to be a member, which took so many weeks to decide what it was going to do about this case. It was not until the American Newspapers Publishers Association took its stand that the ASNE rallied and spoke out. It has never occurred to me as an editor that it takes such courage for an editor to speak out when his publisher has gone to the bridge. But I was fairly fascinated in the aftermath of this development to read the following dispatch from Athens, Georgia. "The President of the American Society of Newspaper Editors told Georgia newsmen today that the cowardly editor is like the cowardly soldier who runs from battle. Jenkin Jones, Editor of the *Tulsa Tribune* and ASNE President, told the Georgia Press Institute that the cowardly editor is worse than the cowardly plumber or cowardly clerk, for he has in his hand the keen bright sword."

Well, I must say he held that sword in his hand so long that we didn't know what he was going to do with it before it was old. I feel deeply about this. There were two or three guys who did

take a risk. I think it is a sad thing that there was delay and hesitancy and uncertainty about whether the ASNE should plunge into this battle or keep its sword aloft for a better day. The fact of the matter is, as I tried to indicate, that all we did was print what we got.

On the day that we got the first cable from Bill Worthy we got about three hundred words. It was his interview—and I thought it was a very pointed and well handled interview—with an American prisoner who obviously had been brainwashed. At about 11:30 a.m. we had that many words, and then it stopped. We had to go to press in another hour. So I started writing all sorts of editors notes either that Worthy had been killed, that censorship had intervened at this point to strike down the truth, or that any number of other sinister possibilities had occurred.

I had written all of these notes and they were in type. The edition goes in about 12:30. About 12:20 came an "Add Worthy," which simply meant that the communications facilities are kind of screwed up in this international relationship and I'm not sure whose fault it was. I think it's an absurdity that we have to live in this game of hide and seek with a newspaperman in China.

Rights and Legalities

Morris Ernst: I am surprised that this issue hasn't reached us before. There is a total misunderstanding in our press about the right to travel, the rights of the First Amendment and the right of due process which means a fair trial.

It's important to note that in 1787 the Constitutional Convention—which was secret, if you please—and where the first resolution indicated that all debates would be secret so the delegates could more readily change their minds—at that convention there was no remark about the values of free press or free speech. These were rights left to the states and the states well censored everything.

For over a hundred years the theory of the First Amendment, the right of free press, was held to be the right of the newspaper owner, the reporter, the preacher. This was entirely upset about forty years ago and the press never has comprehended the different philosophy under which we are now operating.

The Supreme Court of the United States has held clearly that the right of free speech is not the right of the speaker, the preacher, the printer. It's the right of the American people to hear, to see and to read. And in most of the comment on this (newsmen going to China) issue you find the radio and press still talking as if Holmes and Brandeis had never written opinions in the Supreme Court.

I want to report that the reporters and the newspaper owners have no rights. They are acting merely for the market place of thought on the theory that with the clash of ideas the American public has a better chance of getting truth than by any other method. I ask you to consider whether we have any chance of preserving the right of freedom of the press if we continue to talk as if it's the right of the newspaper reporter or owner.

There is another fundamental right, the right to travel. This has been totally misunderstood by our people. Until 1914

(Turn to page 22)

Success Story: From Small Oklahoma Paper to UP Boss in Asia Before 40

'Earnie' Hoberecht, who reported to *Who's Who* that he was once a common laborer, moved up through the ranks to the job of covering and directing a spider-web news beat of twenty countries in Asia.

By STUART GRIFFIN

THE big fellow with sunburned mustache and high comb of sandy hair steps into the noisy *United Press* Tokyo Bureau news room. He looks around, bends over a teletype to watch the words clatter onto the yellow roll, then pulls up a swivel chair, grabs up a piece of copy, scans it, and makes brisk pencil corrections.

He reaches for a cable blank and assigns two reporters a thousand miles away to get together for a trip to Afghanistan. He dials a phone swiftly. Questions are asked, answers jotted down. His secretary trails him

into his inner office, pencil and notepad ready.

This is a familiar sight on the eighth floor of the Mainichi Newspaper building in downtown Tokyo.

Operating in a busy atmosphere of controlled pandemonium, Earnest Hoberecht keeps *United Press* in Asia a throbbing, and a living thing. This Vice President and General Manager for Asia shuttles often back and forth from his tranquil executive chambers and the hypertensive atmosphere of the news room outside. "Earnie" is chief executive in a twenty-country

Asia of a key news service which strives for news that is fast, interesting, timely and accurate.

This Oklahoman, at 39, is the youngest vice-president and general manager of a topflight global news service. He has always had what an old friend shrewdly terms "a purposeful hustle." Oklahoma University classmates remember that Earnie Hoberecht earned his education working on the old *Oklahoma City News*. *UP* oldsters talk of the "kid who strung for us while he was getting smart on books," who later came from a tough day of manual labor for the Navy at Pearl Harbor to help "stand the night trick" at the *UP* Honolulu Bureau.

A deskman and reporter as well as executive, Earnest Hoberecht is shown at the horseshoe copy desk in the *United Press* Tokyo Bureau talking with veteran *UP* staffer Leslie Nakashima. Hoberecht keeps in constant touch with the flow of news into and out of Asia.

YOUNG Earnie even had his own monthly magazine during the two years between high school and college. He called it the *Reflector* and pushed it up to a healthy 2500 circulation.

Hard work came easy to Earnie. His banker father saw to that. "Dad was a good banker," Earnie says. "Then the Depression knocked him flat. But Dad staged a comeback to the top again, this time in the business of land title abstracts." An abstract is what Earnie calls, "the well written history of a piece of land."

Earnie was born January 1, 1918, "With a bellow and a roar that demanded attention," at Watonga, Oklahoma.

Says today's *UP*'s chief executive in Asia: "A January first birth-date means something in this part of the world. People born then achieve the dizziest heights or flop the flattest. Whatever happens to them, happens big."

AS an Oklahoma lad Earnie sniffed his first fresh ink with the *Watonga Republican*, a paper started by T. B. Ferguson, Oklahoman territorial governor, whose wife was the model for Edna Ferber's heroine in *Cimarron*. And Earnie was virtually a veteran



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reporter before he was 24, having worked for the Oklahoma City *News*, the *Daily Oklahoman*, the *Republican*, and later, the *Memphis Press-Scimitar*. But came December 7, 1941, and a restless Hoberecht signed the dotted line on a U. S. Navy contract, went to Pearl Harbor, put on his overalls, took up his dinner pail, and got to work—scraping barnacles from warship bottoms, chipping deck and hull paint, and cleaning the ballast tanks of submarines.

A NEW YORKER friend of Hoberecht says: "He is one of the very few men, perhaps the only man, who ever reported to *Who's Who* that he was once a common laborer."

These were the red-eyed exhausting years of daytimes with the Navy, then evenings with the UP, which he hoped would give him an assignment as a war correspondent.

In 1944, the push towards Japan was pistol-hot, and Earnie's night work at the Honolulu bureau earned him his chance. The young UP war correspondent, naval-accredited, headed for Guam, for Okinawa, for Japan, mostly with the Third Fleet.

"Pearl Harbor seemed good to think about, when all those kamikazes started to pound in," Earnie reminisces. "Bull Halsey was bellying stuff about not being afraid of suicide planes. He could speak for himself, but not for Earnie. I was scared spitless. Ships were being hit all around us, and each plane looked like it was headed for Hoberecht."

The big break came just after Japan called it quits on August 15. He landed on the once sacred soil two days before MacArthur.

"There were three of us," explains Earnie, "Dick O'Malley, AP; Julian Hart, INS, and me. We were up in the air, off Japan, and what do you know, if all three planes just didn't suddenly develop engine trouble. Pilots were swell guys, real cooperative. We touched down at Atsugi, taxied around until the engines 'straightened out,' then back to the carriers. The debate still rages as to which of us—O'Malley, Hart, or Hoberecht—first landed in Japan."

FIFTY hours later American troops moved in and took over Japan. Earnie was set up. UP was in business. Soon there was an office—in the Japan Broadcasting Company Building.

The 28-year-old correspondent moved up from the ranks. He became chief correspondent, Japan, in 1948; UP general manager for Asia, in 1951, and vice president, in 1953. Now

he covers and runs a gigantic spider-web news beat stretching from the International Date Line on through Guam and Japan through all Asia, including the Philippines and Indonesia, eastward to the borders of Iran, including Ceylon, Nepal, and Afghanistan.

Fast-breaking news broke all over Earnie Hoberecht and gave him his breaks. The International War Crimes Trials was his beat, and so was the execution of Japan's warlords, including General Hideki ("The Razor") Tojo. He wrote up the Wedemeyer Mission to China, the Korean War outbreak, the evacuation of the Tachen Islands, and all the epic news of a lengthy American-Allied Occupation of Japan, and the thrills and heartaches of the dirty war on the Korean peninsula.

HE went everywhere; he did everything. Everything between breakfasting with Philippines President Elpidio Quirino aboard his yacht, to meeting the King of the Afghans, to explaining United Press services to Hirohito, Emperor of Japan. Earnie roamed through his Asian orbit wherein live half the people of the earth.

Competition in 1950-55 days was against a battery of "old pro's," top-flight competitors such as Homer Bigart, Pepper Martin, Arch Steele, Tilton Durbin, Phil Potter, Frank Hawley, Compton Pakenham, John Osborne, Irv Levine, Keyes Beech, Demaree Bess, and Bob Sherrod.

Earnie had time for a lot of scribbling in the early old days. He even turned serious author and wrote best-selling Japanese books like *Tokyo Romance*, *Tokyo Diary*, *Democratic Etiquette*, *Fifty Famous Americans*, and *Shears of Destiny*, several of these in response to vast popular demand, but all in the "relatively relaxed years between 1947 and 1949."

Notwithstanding the phenomenal success—in two languages and 300,000 copies—of *Tokyo Romance*, the wise guys used to criticize the young UP reporter, as the world's worst writer.

Retorted Earnie, balancing his irritation with a grin, "*Tokyo Romance* the worst book ever written? Like hell, I've written far worse myself."

Tokyo Press Club friends describe Hoberecht as colorful, "like the Painted Desert"; tireless, "like a Baldwin locomotive"; and accurate, "like an IBM machine."

Hoberecht says he has looked to the principles of Sigma Delta Chi, which he joined while a student at the University of Oklahoma, to guide

him. (He's now a life member of the Sigma Delta Chi.)

EARNIE learned the best way to run a bureau—a trim, tight-knit outfit. He learned to hire "the best men around," then keep them "alive, on their toes, and hopping." He floods his 130-man Asia Division staff with notes, story suggestions, hints, critiques, letters running the gamut of "damned good, keep it up" praise to "now see here" condemnation.

Big Earnie meets you square in the eye, with confidence and good humor.

Earnie Hoberecht knows Asia. Its rulers and its simple people. His creed of human warmth, sincerity, and fairness is known to Japanese, Koreans, Malaysians, Filipinos, Indians, Ceylonese, Burmese, Thais, Chinese, Pakistani, Afghans. He likes people; he finds his part of the world, which he roves constantly, "a hell of a lot of fun."

Earnie has just been elected president of the Tokyo Foreign Correspondents Club, a club of more than 500. He has been on the Board of the American Chamber of Commerce of Japan. He was a spark-plug in helping the fund-raising campaign to send the Japanese 1956 team to the Melbourne Olympics.

There's a boy in Oklahoma at this very minute—a bright, able boy, named Ted Shimizu, who was a former UP office boy. Earnie sent him to the States; he paid the entire cost. That boy, thanks to this busy executive, graduates as a journalist this year.

Life in the home of Hoberecht, in the pleasant Tokyo suburb of Nishi Ochiai, is not the frenetic one of the office. There are Siamese cats and Japanese dogs. On most evenings a phone-call would most likely find Earnie at home, in his book-lined study.

"A MAN must read and study constantly to know the background and to keep abreast of world affairs today," says Earnie.

In his little spare time Earnie is preparing a book on his experiences in Asia. It should be a good book, his colleagues agree, for as one remarked, "damned few men out here know Asia as Earnie does. Whatever he says, whatever he writes, will be worth attention."

Something Earnest Hoberecht one wrote is still quoted around United Press circles. It is almost a battle communique, expressing Earnie's code as a newsman: "We can be fast and we can be accurate. We can be interesting and we can be fast. And we can be accurate and interesting."

A journalism senior, after a formal survey of several newspapers and a wire service to determine how understandably the press reports court stories, finds that

Crime and Court Reporters Strive To Be Understood by the Reader

By H. DARDER CHAMBLISS

HOW well does the daily press handle court stories? Are the accounts jumbled with poorly understood words? Does the reader get the background he needs in order to understand what is going on? Are both the spirit and the letter of the law obeyed in protecting the rights of individuals? Do the stories tend to expand the reader's knowledge of law and its protections?

In short, how good a job of court reporting is done?

A survey made of some top-ranking dailies and a wire service leads to this conclusion: Court reporting is good, quite good. The unfamiliar legal term does not appear very often. Writers have readily stepped aside in the story to explain a term or situation, or quotes have been used to do the job. There are many paragraphs beginning "This means that . . ."

On only one major count is an indictment possible—in the area of spirit-of-law attention to civil rights. There's a suggestion that some writers feel any obligation ends where the state statute does, the question "can he sue?" being the test. They apparently do not consider the question whether they might do an undesired personal damage.

HOW about legal terms? Does the reader know what a supersedeas bond is? The Portland *Oregonian* presumed not, explaining in a story about a sheriff facing loss of his job because he was sued successfully:

"By posting a supersedeas bond, the sheriff could probably foreclose any action against him should the statute apply in this case. Such a bond would guarantee payment to Mrs. Davis whatever the court might direct to be paid, Stevens said."

This does not exactly equip the reader to pass a bar exam, but it leaves him with the understanding that there is a way out for the sheriff.

Another writer in the same paper

decided everyone knows what a pre-emptory challenge is:

"Throughout long and careful questioning by the state and the defense—the latter having no more pre-emptory challenges—Mrs. Walters said that the fact that the girl was in her group would have no bearing on her ability to decide the case fairly."

In another paper we learn that Alfred R. Brown, 21, pleaded *nolo contendere* to a narcotics charge and was given a suspended sentence. This is a term the courthouse reporter knows, but not all readers. It is as easy to say, "Brown did not contest the charge" or "Brown pleaded *nolo contendere*, saying he would not contest the narcotics charge . . ."

THE New York *Times* uses legal terms more freely than other

sources surveyed. The principals are identified as "plaintiffs," "respondents," "defendants." They are "adjudged in contempt," "remanded on bail to next week," and "enjoined" by "permanent injunctions" in "equity actions." But that is as far as the *Times* will go. The carefully cast sentences employing legal idiom may appear somewhat quaint at times, and occasionally an unfamiliar word will appear. Usually, though, the *Times* stories are clear and straightforward. One might point out to the budding writer, intent on displaying his college education, that the *Times*, with a demonstratively well-educated readership, consistently prefers the simple word to the erudite one.

THE ease with which technical terms can be explained is illustrated in this excerpt from an *Associated Press* story. It tells of a new State Department official and his troubles learning the ropes:

"Another thing was I had to read up on my Latin. I had to learn about such things as '*quid pro quo*' and '*ad hoc*.'"

"*Quid pro quo*," literally translated, means "that for which." A free translation might be "tit for tat" or "you give me this, I'll give you that."

"*Ad hoc*" means literally "to this." *Ad hoc* committees are those created for a specific purpose, rather than as a continuing body.

But while this survey found few terms that are not readily understood, law is not so simple that mere synonyms produce clarity. We observed three devices used by writers to aid clarity. They were backgrounding, interpretation and prognosis.

This study of the world's largest manufacturer will be a part of the subcommittee's look at concentration in the automotive industry.

THEN, as the story progresses, there is a quote to interpret:

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H. Darder Chambliss, who made a check on how clearly news of courts and law is being written.

"O'Mahoney said the sessions 'are not an investigation, but a study. The subcommittee and its staff are not in search of defendants for prosecution.'"

The what-happens-next question arises often, and its answer often makes everything suddenly fall into place. After a story about a mistrial and the judge's statement of prejudice, a *Portland Oregonian* story puts things in perspective by explaining:

The mistrial means that Marjorie Wheeler will face trial again in early December on the same charge . . .

THE *Associated Press* tells of a New Mexico decision reinstating a driving license suspended by a state officer. It uses this quote to explain the implications—or lack of them—in the decision:

Zinn said that if Judge Scarborough rules finally as he has indicated, "it will not mean anything, since most of our revocations have been made under the chauffeurs' licensing act, while this case was not."

Here are other examples at random:

The injunction applies against Safeway stores all over the state, although the suit was purely a local one.

At this point in her testimony Mrs. Smith was extremely nervous. It is crucial to her to make the jury believe her story that she had no knowledge of Reynauld's assembly of the dynamite bomb.

THE state of Oregon is not permitted to bring into trial record of previous conviction because presumably the person has paid his debt to society and mention of it would be prejudicial. In this case, . . .

The decision said, in effect, that the raiding officers violated the privacy of a home to undertake the gambling raid. The gambling charge was dismissed . . .

This New York *Times* story leaves the reader with a positive grasp of issues. It is reproduced almost in its entirety as a model:

The New York Civil Liberties Union protested yesterday a court order limiting the right to picket.

The protest was against an anti-picketing injunction issued by Supreme Court Justice Carrol S. Walbe held illegal if it hurt an employer. He ruled that picketing could player's business, even though the

picketing itself were peaceful and designed to serve a lawful aim.

Counsel for the Civil Liberties group said it would seek to intervene when the Walter decision is taken to the appellate court on appeal. He asserted the decision "seems to say that when picketing is effective, it is illegal."

From the *Times* again, we get another self-contained story that brings in a quotation to tell what probably will happen next (in this case, nothing):

The federal government has decided not to appeal a federal court decision clearing Harry Bridges of charges he belonged to the Communist party. U. S. Attorney Lynn Gillard said . . . "this closes out the Harry Bridges case as far as the government is concerned."

* * *

THE *Albuquerque Journal* spells out what the woman meant by "negligence" when she sued a store:

The plaintiff, who struck her head against a low ceiling, contended the defendant had negligently failed to warn her of the hazard.

* * *

Here is a frankly speculative piece from the *Albuquerque Journal* in which the writer does a sharp job of answering questions that the story inevitably invites:

One of the major reasons, possibly, why the new jury was called so soon after the expiration of the old was to make a removal hearing for Davis and Wallace unnecessary.

If the two suspects, now held in Phoenix, are indicted, then the government will not have to show cause for removing them here, and must merely establish identity.

In a removal hearing, the government, however, would be forced to disclose evidence and perhaps thereby "tip its hand" on the prosecution strategy it plans.

* * *

Appellate cases present several special problems. Almost inevitably there is some special point of law involved (the reason for the appeal) that must be explained to make the action clear. The decisions usually have wider ramifications than the specific case. The final result of the action may be unclear, since the court may merely invalidate an action on legal points and require that the whole business be run through the legal mill anew. And finally, there is the stumbling

block of negatives piled on negatives that often arises. Thus, the supreme court may rule that the circuit court could not say the firm cannot refuse to do business with such firms. What is the outcome? It is like a tennis match.

IT might be commented parenthetically that this area of law is usually covered by the most experienced writers (few beginners cut their teeth on the U. S. Supreme Court).

The survey showed that most writers did well in explaining the point of the appeal. They sometimes combined quotes and paraphrase and sometimes merely step aside to explain the action themselves.

The *Associated Press* uses an active verb to slice into the heart of a complex supreme court action:

. . . the high court blocked government efforts to bring former Army Sgt. John David Provoo to trial for a second time on treason charges. Provoo, once sentenced to life imprisonment, now goes free.

Down deeper in the story, it is explained that the court upheld a judge who dismissed an indictment . . . and so on, but with the stage set in positive terms, the legal technicalities are baffling.

Here are some other stories and leads that point to the significance and express it in clean-cut terms:

The U. S. Court of Appeals here ruled Wednesday that Coast Guard regulations for screening suspected subversives off ships are unconstitutional.

The decision upheld the appeal of Lawrence Walker and five other seamen screened off ships in San Francisco after outbreak of the Korean War.

The court held that to deny the persons screened the names of witnesses against them and details of their testimony was a denial of due process and the ancient right of citizens to confront their accusers.

Judge Budi noted that while Coast Guard regulations may have been confined to seagoing personnel, it may be that other groups also will have their right limited.

* * *

WASHINGTON (AP)—The Supreme Court has dealt movie censorship another setback.

Without a dissenting voice, the court struck down a ruling by the Kansas supreme court which upheld the banning of a motion picture, "The Moon Is Blue," as obscene.

Attribution poses some problems which many writers solved by ignoring. This was most apparent, as is reasonable, in signed stories. But it frequently bordered on libel and invited the criticism of unfairness.

The wire services, realizing that they don't dare stick someone else's neck out (since, of course, the paper that carries the story is usually the one sued first), use some devices that appear over-cautious at times, but which are necessary for strictest adherence to the rules. There is the occasional construction that the deputy said the sheriff said the girl said the confession said a rose is a rose is a . . . ("The deputy said the sheriff told him that the girl described a confession which she said related . . .")

He quoted the victim as saying he told the man he didn't have any money . . .

Sheriff Dave Parker quoted the two waitresses as saying the men took Stevens' body with them after breaking into the women's apartment before dawn and shooting the youth. Parker named the waitresses as . . . He said they said in their statement . . . the girls were quoted as saying . . . in her statement to officers, she . . . "I just shot your boy friend," she said Mix told her.

* * *

Popular devices to head narratives are these attributive forms:

The record reads:

He gave this account:

Sgt. Owens said he pieced together this account from witnesses:

Here is what she said happened:

There were other stories which showed the writers felt such precautions unnecessary:

The begrimed and wilted young terrorist, Martin King, was brought back here Wednesday to account for murder.

The 23-year-old youth, who broke jail, then killed a man in his bid for freedom, kept saying he was sorry.

* * *

In conclusion, then, it can be said that, as far as this limited survey can determine, reporters of court and crime activities rise well above the special problems of their job to keep the flow of communications direct and effective. While it is easy to find weaknesses and to comment that the job is not done as well as it might be, it is also easy to imagine the breakdown that would result if the writers slackened even slightly their attention to proper backgrounding, interpretation and explanation.

Newsmen Examine the Matter Of Reporting Red China

(Continued from page 17)

most Americans who went abroad went without a passport. In my youth when my family went abroad my father carried a passport because he had fled from Czechoslovakia and had not served in the military there. They were afraid he might be yanked back into the military.

If you read your passport, you will see it is nothing—nothing but a friendly, courteous letter of introduction. There are no guarantees whatsoever attached to it. Now we have gone a long way as a matter of law. A few years ago we put on the statute books a law which says it's a crime to leave our shores without a passport. It's a crime! We went back on what even the Magna Carta declared was the right of people to roam their earth.

There is a third right of great importance. It is the right of due process, as lawyers call it, the right to a hearing. This is fundamentally important because no rights under the Constitution are absolute. There is no absolute right to travel anywhere at any time.

So what you get down to in this bewildering thing called law—and it's very simple—is a choice of risks. It's a business of risk for risk and what we are going through now is a very valuable debate because we are going to appraise two risks. One is the risk of arbitrary power in the hands of our foreign secretary—to say without reasons, without a hearing, that you may not travel. This against the risk in the market place of thought of not letting our people be informed by reporters with eyes to fit our culture, instead of living on a diet, wholesome as it may be, colored by and screened through people of other cultures.

There is no question in my mind of where the courts will go in deciding, risk for risk, on these issues—whether Mr. Dulles has the arbitrary power to say you may not go to China. Because tomorrow, if he has this absolute power, he can say you may not go to Russia or you may not go to England during times like the recent disturbance over the Suez Canal. This is a question of power that must be resolved in relation to the values we place on life.

We aren't concerned with reporters or newspapers or network owners. We are concerned with the right of the American people to hear—on the theory that that is the only way you can get truth.

But let me pose the problems that face our Secretary of State. He is no doubt wondering how he can allow the American people to be informed through the mass media by allowing reporters to go to China. Because on his desk—not commented on so far by the press or radio of our land—is the request of the head of the United States Olympic team to go to a meeting of all Olympic representatives, a kind of super organization which is about to meet in a communist land. Avery Brundage, I am told, cannot get a passport.

How far do reporters go, in their attempted objectivity, to say that even an athlete can go? Because even if he hasn't the same market place to inform our

people, he will inform the athletes of America and the press will pick it up. So the next step in the philosophy is: Does the Secretary of State, without giving reasons, without a hearing, have the right to deny a passport to a representative of our Olympic team?

What about the next case that is bound to come up? You can't solve one without thinking of the others. What about a conference of scientists in a communist land? Shall the Secretary of State have the right to say this is dangerous vis-à-vis his plans for a foreign policy? Where do you people stand risk for risk? How far are you really in love with the First Amendment to the Constitution?

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WANTED: Interviews on successful locksmith establishments. 500 to 1,000 words. Slant toward trade reading, stress success angle. At least two pictures must accompany each interview. Rates—2c per word. Professional photos, 8 x 10, paid for at \$3.50 each. Payment submitted upon acceptance. Query first to Robert Psolka, Assistant Editor, Locksmith Ledger, 505 Marlboro Road, Wood-Ridge, New Jersey.

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The Book Beat

IT was nearly forty years ago that the man now known as the Dean Emeritus of the nation's oldest school of journalism, then a young teacher of literature, adopted for his specialty the study of the American magazine. What then appeared merely as a potentially rewarding topic for a doctoral dissertation has grown into a lifetime of labor, yet to be completed, and, perhaps, the major scholarly contribution of the entire realm of journalism.

Six weeks ago Frank Luther Mott's *"A History of American Magazines, 1885-1905"* (Harvard University Press, Cambridge, \$12.50) came from the press. Four of the projected five volumes had been completed. But even as he embarked for a vacation trip in England, "The Dean" already was preoccupied with the details of Number Five. One recalls the amazement of the member of the committee dispatched to fetch Mott from the State University of Iowa to the University of Missouri, who asked how one man had found time to write so many books and heard the simple reply, "Well, you see, I have never learned to play bridge."

Those who really know Frank Mott have achieved their understanding of his personality by obscuring his roles of teacher and journalism administrator and emphasizing those parts of the man revealed in informal personal conversation and through his books. One finds the man in print to be essentially the same man one has known in the flesh. There is the same joy in the use of words; the same enthusiasm for ideas; the same feeling expressed in his conversations about old books or the paintings he enjoys. There is also uncompromising loyalty to the rules of scholarship balanced, fortunately, by the same mellowness displayed by him in the appreciation of a skillful blend of sourmash bourbon and bitters.

There is a consistency of organization throughout the four completed volumes of Mott's magazine history which he promises to carry into the volume still to come. The main part of each book consists of a "running history" covering leading events and characteristics of the period and magazines of various classes defined by the author. More important magazines are written up in separate "sketches." Volume One covers the period from 1741 to 1850, Volume Two from 1850 to 1865, and Volume Three from 1865 to 1885.

It was in the two decades of the lat-

est volume (1885 to 1905), Mott points out, that magazines entered the world of big business. Magazine publishers, borrowing their techniques from yellow journalism, finally were able to capture the mass audiences and thus attract to their columns substantial advertising lineage at high rates. His "sketches" of important magazines amounts to a roll call of the titans of the pre-depression era, including several now gone but not forgotten.

In his treatment of the *Saturday Evening Post* Mott goes to some length to explain that this great magazine was founded August 4, 1821 and not by Benjamin Franklin in 1728 as proclaimed on the cover for so many years. This reference was dropped in the spring of 1942, in response, no doubt, to the documentation in the earlier Mott volumes.

This book will live forever in libraries and on the shelves of scholars. It is invaluable as a reference and much of it, including the "sketches," is downright interesting. Few people, however, will read the book from cover to cover.

HOWARD R. LONG

WHILE broadcasting daily gains in importance in the United States, there has been a great lack of objective appraisal of this industry in journalism literature. There have been memoirs, how-to-do-it books, and histories, but a good comprehensive survey has been in demand.

Sydney W. Head, Director of Broadcasting and Films Services at the University of Miami, has filled the gap ably with his excellent book *"Broadcasting in America: A Survey of Television and Radio"* (Houghton Mifflin Company, Boston, \$6.00). One of the reasons that make this book valuable is the author's purpose, which he says is "to provide a basis for appraising American broadcasting by standards relevant to the service as it exists here and now." The basic assumption is that the American system in radio and television is fundamentally sound and suited for this country. However, he does point out that he does not give a blanket endorsement of the status quo.

Head permits the reader to make and appraisal of the subject, by devoting the first four chapters to the physical bases of broadcasting. These 74 pages cover the technical aspects of the field. The first chapter gets really basic by discussing the nature of radio energy. This is tough reading even

though the author has done an exemplary job of simplification. The next seven chapters discuss the origin and growth of broadcasting, including an interesting chapter on some inter-media relationships. Next come eight chapters dealing with the economy of the broadcasting system. Two chapters worth noting deal with measurement and evaluation, and the economic determinants of the program service.

Especially important in this book are the seven chapters on social control of broadcasting. The subjects included are agencies of social control, the law of broadcasting, administration of the law, regulation first as the enemy of freedom and secondly as the ally of freedom, self regulation and higher education as a factor in social control.

The author has done an exceptional job, particularly in the concluding part on evaluating the broadcasting service, by bringing to bear the vast amount of social science literature related to the problems. In his two chapters on evaluation, Mr. Head presents a concise and superior discussion of the communications process and its effects in relation to broadcasting. In his concluding chapter he discusses six complaints about broadcasting.

An interesting feature is a 35 page appendix comparing the television, radio, and motion picture production codes. This 502 page indexed book includes footnotes throughout the text, which are particularly important since the author has drawn on such a wide variety of sources, and bibliographical notes at the end of the book.

DICK FITZPATRICK

RECOGNIZED as one of the better textbooks on reporting, Dr. Curtis D. MacDougall's *"Interpretive Reporting"* (Macmillan Company, New York, \$5.75) is now in its third edition. The new edition, published April 30, is slightly smaller than its predecessors, contains new examples and some new material to keep pace with the times. In this reviewer's opinion the new edition is the best of the three and will continue this text as one of the leading ones in use in college journalism courses.

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Sigma Delta Chi NEWS

NO. 58

JULY 1957

Members, Public Invited to Make Fellow Nominations

Nominations are again open for Fellows of Sigma Delta Chi, the hall of fame for journalists.

The rules call for the election of not more than three living journalists who have a distinguished career in the profession. The annual selection of nominations are made by a committee of past presidents of Sigma Delta Chi. After the nominations have been reviewed the committee will present not more than six candidates to the National Convention next November 13-16 at Houston, Texas.

Chairman of the committee is Mason Rossiter Smith, editor and publisher, the *Gouverneur Tribune Press*, Gouverneur, N. Y.

Nominations may be made by any individual, chapter or Fraternity member. Those nominated need not be members of the Fraternity. No entry blanks are necessary, but nominations should be in writing and sent to Headquarters, Sigma Delta Chi, 35 East Wacker Drive, Chicago 1, Ill. before October 15, 1957 to receive consideration.

Journalists already honored in this manner and elected as Fellows are: Harry J. Grant, chairman of board, Milwaukee (Wis.) *Journal*; Barry Faris, editor-in-chief, International News Service, New York; Erwin Canham, editor, *Christian Science Monitor*, Boston, Mass.; Palmer Hoyt, editor and publisher, Denver (Colo.) *Post*; Dr. Frank Luther Mott, School of Journalism, University of Missouri, Columbia; James G. Stahlman, Nashville (Tenn.) *Banner*;

Benjamin M. McKelway, editor, Washington (D. C.) *Star*; Howard Blakeslee, Associated Press, New York (deceased); Walter Lippmann, editorial columnist, New York (N. Y.) *Herald Tribune*; Irving Dilliard, editor, editorial page, St. Louis (Mo.) *Post-Dispatch*; Edward R. Murrow, Columbia Broadcasting System, New York; Dr. Alberto Gainza Paz, publisher, *La Prensa*, Buenos Aires, Argentina;

Louis B. Seltzer, editor, Cleveland (Ohio) *Press*; James S. Pope, executive editor, Louisville (Ky.) *Courier-Journal*; James B. Reston, New York *Times*, Washington, D. C.; Basil L. Walters, executive editor, Knight Newspapers, Inc., Chicago, Ill.; Bill Henry, National Broadcasting Company, Washington, D. C.; Hodding Carter, editor and publisher, *Delta Democrat Times*, Greenville, Miss.; Kent Cooper, executive head, Associated Press, New York; Virginius Dabney, editor, Richmond (Va.) *Times Dispatch*; DeWitt Wallace, editor, *Reader's Digest*, Pleasantville, N. Y.;

Paul Bellamy, editor emeritus, Cleveland (Ohio) *Plain Dealer* (deceased); Harold L. Cross, Skowhegan, Me.; Walter

(Continued on page 27)

Name Outstanding Male Graduates And Scholarship Award Winners

★ ★ ★

Citations for achievement, presented annually by Sigma Delta Chi, were awarded this year to 43 male graduates in journalism, selected as outstanding in their classes at colleges and universities where the Fraternity has chapters.

The selections are made on the basis of character, scholarship in all college work, and competence to perform journalistic tasks. The decision in each case is made by a committee composed of student, faculty and professional members of the society.

The purpose of the citations, which are not restricted to members of Sigma Delta Chi, is to foster high standards and encourage broad and thorough preparation by students intending to follow journalism as a career.

The men receiving the distinction this year are: Allan R. Andrews, Boston University; Wayne Kelly, Butler University; Mark H. Bearwald, University of Colorado; David Fausch, Drake University; Edward Lee Johnson, University of Florida; Edward Lamar Gunter, University of Georgia; John Baird Hughes, University of Idaho; Ronald Wayne Kostka, University of Illinois; George N. Gill, In-

(Continued on page 27)

One hundred and ten men and women journalism students, graduated in May and June, have received Scholarship Award Certificates, given annually by Sigma Delta Chi.

Forty-eight men and sixty-two women qualified for the distinction by having established scholastic ratings placing them in the upper five per cent of their graduating classes. All college work for four years is taken into consideration. Forty-eight schools and departments of journalism, where Sigma Delta Chi has chapters, are represented.

The Scholarship Award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the Fraternity's policy of encouraging broad preparation for entry into the professional fields of journalism.

Following is a list of the 1957 winners of the award:

BOSTON UNIVERSITY—Morton F. Meltzer, Carmela A. Poce

BUTLER UNIVERSITY—Natalie Peeler, Wayne Kelly

UNIVERSITY OF COLORADO—Kayko Matsura, James B. Grisenti

DRAKE UNIVERSITY—Charles Bonjean

UNIVERSITY OF FLORIDA—Mary Ann Greene, Stephen Joseph Traiman, Ronnie Kenneth Martin, Rebecca Ellen Greer

UNIVERSITY OF GEORGIA—Harriette Renee Schreiber, William Marshall Marston, Alma Joann Burds

UNIVERSITY OF IDAHO—Marie Ingebritsen Ormsby

UNIVERSITY OF ILLINOIS—Nancy Anne Dowling, Alice Louise Potts, Ronald Wayne Kostka, Richard Eugene Ward, Geraldine Marie Celusnak, James Charles Giger

INDIANA UNIVERSITY—Jude M. Hauenstein, Muriel Kay Baldwin

STATE UNIVERSITY OF IOWA—Lawrence W. Dennis, Jo Ann Petersen, Nan Borreson

IOWA STATE COLLEGE—Ruth Abbott Remy, LeRoy Reiman

UNIVERSITY OF KANSAS—Barbara Ann Bell, William B. Harmon, Felecia Anne Fenberg

KANSAS STATE COLLEGE—Charlotte Henry Neilan, Darrel E. Miller

KENT STATE UNIVERSITY—William H. Miller, Virginia Strohl

UNIVERSITY OF KENTUCKY—Marvin D. Beard

LOUISIANA STATE UNIVERSITY—William R. Biery

MARQUETTE UNIVERSITY—William Bur-

(Continued on page 27)



Michael O'Connor, left, outstanding male graduate in journalism at the University of Utah for 1957, gets his certificate of achievement from Chapter President Nigel Hey at the Journalism Department's annual Awards Banquet.

Explanation of Professional Membership Procedure

Due to numerous questions asked National Headquarters concerning Professional membership in the Fraternity, the following explanation of membership procedure is listed.

Sigma Delta Chi is interested in admitting to Professional membership men who have already established themselves in the professional field and who intend to remain in journalism as a life profession.

Sigma Delta Chi's chapters are required, in the interests of building the society as a professional organization, to submit the names of all persons being nominated for membership to the National Executive Council for approval.

It should be noted that membership is available only through invitation from an Undergraduate or Professional chapter, after election by the National Executive Council. Individual members may submit candidates to their chapter or to the closest chapter, either Undergraduate or Professional, for consideration by that group.

The Executive Council has ruled that candidates for membership in Sigma Delta Chi shall be nominated by a vote of the membership of the Undergraduate or Professional chapter. It has further suggested that in Professional chapters a membership committee, appointed by the chapter president, screen nominations and present them to the board of directors who may eliminate from the list by two negative votes. The board-approved nominations go to the qualified voters of the chapter. A three-fourths majority vote is necessary for nomination. In chapters not having a board of directors, the committee reports to the chapter.

Sigma Delta Chi's definition of journalism, as listed in the Constitution, includes: "The direction of the editorial policy of, the editing of and the writing for newspapers, magazines, press or syndicate services, and professional or business publications; journalistic research; journalism teaching; radio news preparation; and the preparation and dissemination of public information excepting advertising." By this definition, Sigma Delta Chi is concerned only with the editorial phase of journalism. Other fields are left to other organizations.

The nomination form (No. 10) should be forwarded to SDX Headquarters promptly at the time the chapter approves the candidate. Members are warned not to approach the candidate until authorized by the Executive Council.

Candidates approved by the Executive Council receive a formal invitation which (1) invites them to membership in the Fraternity, (2) requests them to reply to the chapter, and (3) requests them to sign and return an acceptance form directly to SDX Headquarters, if they accept. Accompanying the invitation to the candidate is a booklet of information about the Fraternity, explaining the purposes of the organization and the obligations of a member. The chapter secretary is notified of all candidates approved and invited by the Executive Council.

The chapter may then contact the approved candidates and arrange for the initiations, subject to the candidates' acceptances.

The initiation fee and the enrollment and remittance forms (Nos. 2 & 3) should be forwarded to SDX Headquarters by the chapter secretary immediately after the initiation takes place.

A man is not a member until he has been initiated, paid his membership fee, has been registered on the National Fraternity Roll, and has been assigned a membership number by SDX Headquarters. A person not so recorded is not a member of the Fraternity.

The following list of titles are usually considered as being "in journalism":

A. Men engaged on agricultural publications, business publications, magazines (if not wholly fiction), newspapers, press associations (including city news bureaus, e.g. Chicago), professional periodicals, industrial publications (serving employees rather than employer or advertising purposes), and syndicates, and who perform the duties usually implied in titles such as:

Publisher (if actively directing the editorial policy of the publication), columnist, copyreader (but not proofreader), correspondent (Washington, foreign, state house, etc.), critic, reporter, editor-in-chief, managing editor, assistant or associate editor, department editor (sports, Sunday, telegraph, news, financial, etc.), editorial assistant, editorial writer, rewrite man, editor of photographic materials, news photographer, editorial cartoonist (but not comic or entertainment or illustrator).

B. In Book publishing: Editor, reader.

C. In Free-lance field: Non-fiction article writer.

D. In Radio and Television: News editor, director, rewrite, reporter.

E. In Research: Students committed to a career in journalism, or experienced journalists.

F. In Teaching: Professionally experienced teachers of journalism in accredited institutions.

G. In Public information: Writers and editors actively and chiefly engaged in the writing or editing of current information to be used in news columns of newspapers, magazines, or business papers, radio or television news broadcasts, and which is of general information and disseminated primarily in the public interest, and who in addition have an acceptable background of experience in news work on newspapers, magazines, or in broadcasting.

For example, writers and editors for a civic organization, a social agency, a benevolent or philanthropic foundation, an educational institution, or a department of government, except military.

Those titles usually considered "out of journalism" are as follows:

A. On Publications (listed in A above): Owner, business manager, circulation manager, personnel manager, proofread-

er, advertising manager, salesman, promotion manager, typesetter, pressman.

B. In Free-lance field: Fiction writer, poet, essayist.

C. In Radio and Television: Owner, station manager, actor, entertainer, continuity writer (advertising), announcer, newscasters and commentators who do not write or edit their own scripts.

D. In Research: Non-journalists. A researcher is eligible only because he is a student committed to a career in journalism, or because he is a journalist, and not because the subject matter of his researches is journalistic.

E. In Teaching: Teachers of advertising, business management, typography and other non-journalistic courses. Excluded are high school teachers of English or other teachers counselling high school publications and giving instruction in journalistic writing as a form of English, though inexperienced in journalism.

F. In Public information: Advertising, publicity and public relations men are not considered as being within the professional field of journalism and are specifically excluded in the Fraternity's definition of journalism. The Fraternity fully comprehends the complex nature of the work being done in the fields of advertising and public relations, and the dignity and responsibility that may attach to such work, but logically, it would appear that the functions of journalists and advertising and public relations men are dissimilar in important respects. In general they are considered to be in professions serving the private and specialized interests of the employer first rather than serving the public interests directly.

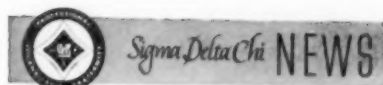
(Note: Esteeming members of Sigma Delta Chi who have made the shift from newspaper, magazine, broadcasting to fields considered "Out of Journalism" are classified as "associate" members after three years. (Constitution, Article Four, Sec. 4.))

Section Four—ASSOCIATE members shall be: a) Undergraduate members who have left college but not entered the field of professional journalism or professional members who have ceased to practice journalism for a period of three (3) years. (29)

b) Associate members in good standing shall retain all privileges of Professional membership except that of voting on questions submitted to Professional chapters, and that of holding office in the organization, including that of delegate to the National Convention; provided however, that employment of a Professional member by the organization in an executive capacity shall not deprive such member of the privilege of that membership.

c) On application to the Executive Council accompanied by proof that he is again engaged in journalism as defined by the organization, the Associate member shall be reinstated to Professional membership without fee.

d) Associate members to remain in good standing shall pay the same annual membership dues as Professional members.



The *Sigma Delta Chi NEWS* is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the *Sigma Delta Chi NEWS*, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to *THE QUILL*. This only delays it. Deadline for copy intended for the *NEWS* is first of month preceding date of issue.

Executive Director ... VICTOR E. BLUEBORN
Financial Secretary ... LORRAINE SWAIN
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JANICE STERNER

July 1957

No. 58

Lesson in Greek

Carl R. Kesler was editor of *THE QUILL* from July 1945 until a year ago. He died of a heart attack July 2, 1956. During his years as editor he wrote many editorials about the fraternity and journalism. Current editors are reminded of one of these as they handle releases that incorrectly refer to members of Sigma Delta Chi as SDXers. We reprint the editorial here. It originally appeared in *THE QUILL* December 1948, under the head of "Neither Greek nor English."

Last year at Washington members of Sigma Delta Chi made it clear that they like the idea of "fraternity" and were of no mind to change the official description of our organization to "society." With this mandate to be Greek in mind, the editor of *THE QUILL* would like to know the origin of the current custom of referring to members of the fraternity as "SDXers." Both undergraduates and professional writers for *THE QUILL* do it constantly in manuscript and even in speech.

The Greek Sigma is the English "S" and the Delta is our "D." Chi is the twenty-second letter in the Greek alphabet and "X" the twenty-fourth in ours. Beyond that any resemblance is physical and not phonetic. Chi meant for Aristotle a "ch" sound and to us "X" sounds just like "X" unless one happens to be in Mexico and it turns into an "H." But let that pass. We'll concede SDX (though never in speech, please) but where do the boys get the "er"? By all fraternity usage, we are Sigma Delta Chis, not Sigma Delta Chi-ers.

For that matter there is no reason to condense the fraternity's Greek name in the body of an article. *QUILL* style is on the "up" side. The editor reserves the right to confine "SDX" to headlines and he dislikes it even there!

CARL R. KESLER

Editor's Note: Some releases, chapter newsletters refer to members as SDX's. Why the possessive, we ask?

Fellows

(Continued from page 25)

R. Humphrey, editor, Fort Worth (Tex.) Press; Luther Huston, New York Times, Washington, D. C.; Ward A. Neff, President, Corn Belt Publishers, Inc., Chicago, Ill.; and George Thiem, Chicago Daily News, Springfield, Ill.

SDX NEWS for July, 1957

Obituaries

EDWARD NELL (ChiP-Pr '46), editor of *Quill & Scroll*, published at Northwestern University, died April 23.

PAUL S. GODFREY (Wis '38), account executive of Cramer-Krasselt Co., died April 24.

A. MORTON SMITH (FtW-Pr '55), died April 7.

CORNELIUS ROOT (UWn '47), died in December, 1956.

GEORGE M. BURKMAN (TxU '51), died May 1.

CLAIRE M. HAMILTON (UCf-Pr '46), died May 2.

NORMAN F. CHALKER (Ga '37).

PAUL R. ARLTON (UWn '56).

JACK F. HYMAN (TxU '20).

JOSEPH H. BREWER (UKn '26).

DOUGLAS W. MESERVY (StU '26).

Citations

(Continued from page 25)

diana University; David Newcomb Mitchell, State University of Iowa; Kenton R. Thomas, University of Kansas; Darrel E. Miller, Kansas State College; William H. Miller, Kent State University; Marvin D. Beard, University of Kentucky; William R. Biery, Louisiana State University; William R. Burleigh, Marquette University; Robert Charles Anderson, University of Michigan; Richard J. Palmer, University of Minnesota; James Robert Hickman, University of Missouri; Richard Philip French, University of New Mexico; Truman Dale Ness, University of North Dakota; Frederick F. Yoder, Ohio University; James Charles Duffy, Ohio State University; Billy Bob Fryday, University of Oklahoma; Kent Shamblin, Oklahoma A & M College; William L. Mainwaring, University of Oregon; Clifford M. Kuhlman, Oregon State College; Lee Ranck, Pennsylvania State University; John S. Keplinger, San Jose State College; William B. Blankenburg, South Dakota State College; Donald Hargus, Southern Illinois University; Roger Joe Sherman, Southern Methodist University; Robert Vivian, Syracuse University; Charles H. Hossack, Temple University; Byron Trent Lindsey, University of Texas; John Barry Hart, A & M College of Texas; Michael O'Connor, University of Utah; Calvin Glenn, University of Washington; Dale McKean, State College of Washington; Milton Joseph Elliott III, Washington and Lee University; John O. Holzhueter, University of Wisconsin.

Scholarship Awards

(Continued from page 25)

leigh, John Sullivan, Virginia Simpson, Don H. Schlosser

UNIVERSITY OF MIAMI—Susie Marbey
UNIVERSITY OF MICHIGAN—Margaret Evelyn Patterson, Marian Natalie Elias, Susan Alter Buerger

UNIVERSITY OF MINNESOTA—Pauline K. Bjerke, Sharon M. Lowe, Chester J. Anderson, LaVonne J. Heller, Janet C. Shore, Jo Anne Green

UNIVERSITY OF MISSOURI—Constance A. McCall, Betty Jane Nelson, Betsy Louise DuBois, Ella Wyatt Davis, Patricia M.

Favorite Story Department

The new make-up editor of the Columbus (O.) Citizen was young and ambitious—and he wanted more than anything else at the moment to get the upcoming edition out on time.

"Come on," he chided a printer, "let's get going. Fifty thousand people are waiting for this paper!"

To which the grizzled veteran, rubbing his chin, retorted laconically:

"Tell 'em to pull up a chair."

DON EASTER
Detroit Times
Detroit, Mich.

Sellers, Winifred J. Garrett, James Robert Hickman

MONTANA STATE UNIVERSITY—Richard Dana Warden

UNIVERSITY OF NEBRASKA—Lucigrace Switzer, Beverly Deepe

UNIVERSITY OF NEVADA—Henry Rilling
UNIVERSITY OF NEW MEXICO—Richard Philip French

UNIVERSITY OF NORTH DAKOTA—Truman Dale Ness

NORTHWESTERN UNIVERSITY—Edgar May, Fred Cowley, Mary Audrey Evans, Lydia Ann Burman, Joseph Laurent Scharff, Winifred Dorette Schmidt

OHIO UNIVERSITY—Patricia Marie Golene, Theo Donald Lewis, Virginia Higginbotham Kemp

OHIO STATE UNIVERSITY—Beverlee Ann Friedel, Glen Robert Elsasser

UNIVERSITY OF OKLAHOMA—Veta M. Gardner, Loy Ferguson, Mary Carol Hansen

OKLAHOMA A & M COLLEGE—Ann Arnold

UNIVERSITY OF OREGON—William L. Mainwaring, Jude E. Scott

OREGON STATE COLLEGE—Mary Ann Rodetick

PENNSYLVANIA STATE UNIVERSITY—Kim Rotzoll, Charles Pennell, Marino Parascenzo, Margaret Pearce

SAN JOSE STATE COLLEGE—James B. Eggert, Betty J. Stirling, Peter S. Meckel

SOUTH DAKOTA STATE COLLEGE—Miles Green

SOUTHERN ILLINOIS UNIVERSITY—Don Hargus

SOUTHERN METHODIST UNIVERSITY—Ben B. Cook

STANFORD UNIVERSITY—Mary Ellen Romney

SYRACUSE UNIVERSITY—Sandra Goodsite Golub, Robert Vivian

TEMPLE UNIVERSITY—Robert L. Lamb, Ann Rosenberg, Charles H. Hossack

UNIVERSITY OF TEXAS—Frank Houston Walters, John Wylie Hille, Lois Ann Randerson

TEXAS A & M COLLEGE—Benny Eugene Fichte

UNIVERSITY OF WASHINGTON—Donna DeShazo, Colvin Glenn, Sally Freeman

WASHINGTON AND LEE UNIVERSITY—Elisha Gerald Hopkins

WAYNE STATE UNIVERSITY—Donna Lee P. Anderson

UNIVERSITY OF WISCONSIN—Julie Zell, Jack R. ReVoyr, Laura B. Pike

Chapter Activities

CENTRAL TEXAS—This chapter, composed almost entirely of small city weekly and daily newsmen, continues its policy of having timely, top spokesmen in a variety of fields talk to the chapter at its monthly night meeting. The speakers are told to scrap their "stock" talk and speak on some angle directly related to newspapering—usually stressing the problems which cause misunderstandings between the speaker's profession and the press. Afterwards there is a no-holds-barred Mike-Wallace-type question session, the only time the newsmen grant off-the-record privileges in exchange for forthright fill-in information. Speakers at recent chapter meetings include: Maj. Gen. Carl Phinney, commander of the Texas National Guard's famed 36th Infantry Division T-Patchers, who gave the NG's rebuttal to the "draft dodger" stigma; Capt. W. E. Naylor, head of the Texas Department of Public Safety's narcotics undercover work, who gave an enlightening rundown on his men's methods; Hungarian freedom-fighters, Steven Krisko, 21, and Charles Fazekas, 22, now at Baylor University after taking active part in the Hungarian revolt; Louie E. Throgmorton, Dallas insurance official who told of the values he gets from reading newspapers from every part of the world, daily; and Maj. Gen. R. M. Montgomery, commander of the Strategic Air Command's 2d Air Force, who brought the chapter up to date on the doings of this "big stick" outfit.—**Tommy Turner**

DALLAS—William Allen Ward, Oak Cliff and military editor of the *Dallas News*, and Bob Hollingsworth, political writer for the *Dallas Times Herald*, were honored for their contributions to journalism by the Dallas chapter. A crowd of more than 100 persons witnessed the awards during a dinner at the Hotel Dallas. Ward has been associated with the *News* for 37 years and is known in Oak Cliff as "Mr. Oak Cliff." Messages of congratulations to him came from Gov. Price Daniel, the fifty-fifth session of the Texas Legislature and the Oak Cliff Chamber of Commerce.

MILWAUKEE NEATLY FRAMED?—The photographer looked in from the outside when Milwaukee professional members were locked inside of the Wisconsin State Prison on May 28. Far from being "sent up," the Milwaukeeans chartered a bus to visit the prison as special guests. In the absence of Warden John Burke who was away from the institution on business, his staff gave the SDXs a behind the scenes all-day tour of living quarters, shops, hospital and dining areas. Every facet of prison life in a correctional institution was covered where guards, except for those on the walls, carry no guns, clubs, or heavy canes.—**Walter Kante**



HAWAII—Members of the chapter gathered at the Princess Kaiulani Hotel to hear a speech by Vice-Admiral George W. Anderson, right-hand man to Admiral Felix Stump, Pacific commander. Initiated at a meeting following the dinner and speech were (left to right) William Davenport, *Advertiser*; Harry Whitten, *Star-Bulletin*; William Lederer, U. S. Navy and author of many books and articles; Christopher Bird, *Advertiser*; Howard Case, *Advertiser* and chapter president, John Ramsey of the *Star-Bulletin*.—**Jack Crandell**

OKLAHOMA—The Oklahoma chapter of Sigma Delta Chi presented a plaque to the Guthrie *Daily Leader* in recognition as the state's oldest daily newspaper. The plaque was presented to Phil McMullen (left), publisher and SDX member, by Wallace Kidd, *Anadarko Daily News*, who is president of the state chapter. It read: Commemorating Oklahoma's Semi-Centennial, the Oklahoma Chapter, Sigma Delta Chi, pays tribute to the Guthrie *Daily Leader*, first daily newspaper in Oklahoma." The chapter plans to place a marker in the fall at the site of the first newspaper in Indian territory which later became a part of Oklahoma. During the meeting at Guthrie, Founder's Day was observed.

The meeting was held at the University of Oklahoma with the undergraduate chapter on that campus. A round-table freedom of information discussion was held after the noon luncheon at the OU student union. The group then adjourned to the OU annual Varsity Alumni spring football game.—**Jim Williams**



DETROIT—Johnny McHale, personable young general manager of the Detroit Tigers, was featured speaker May 22 for the sports night meeting of the Detroit Professional chapter. Batting 1,000 with members, he handled every question (and there was plenty) with frank, unevasive answers. Summation: Don't count the Tigers out as a pennant contender in this or succeeding years. It's a healthy, active, growing baseball organization. Voicing approval of the year's program, Detroit members voted to return its slate of officers for another term. President is Frank Angelo, managing editor, *Detroit Free Press*; vice president is Bill Trepagnier, editor, *Motor News*, and treasurer is Lynn Miller, editor, *Royal Oak Daily Tribune*. Ed Howard, editor of the *Romeo Observer Press*, declined a third term as secretary because of the press of business and was succeeded by Bill Averill, managing editor of the *Birmingham Eccentric*.—Ron Hall



John McHale

DETROIT—The Governor's office from the press secretary's view was outlined for Detroit Professional chapter members at a recent meeting by Paul Weber, who holds down the office for Michigan Governor G. Mennen Williams. "The only secret in handling press relations for the Governor is to have no secrets," Weber stated and verified his statement by answering any and all questions.—Ronald D. Hall

CHICAGO—The lie detector's accomplishments and limitations were outlined for the Chicago Professional chapter in May by one of the world's leading authorities on the subject, John Reid (second from left). "This machine," he said of the polygraph, "has accomplished some remarkable things in the hands of trained personnel. In 17 years I have tested 20,000 suspects in crime cases, obtained 5,000 felony confessions, including 150 murder admissions, and have been called on by hundreds of firms to give routine tests. But we have got to be concerned about the possibility the lie detector can be the most dangerous instrument in production today, in the wrong hands." Reid, operator of the nationwide firm of John Reid & Associates, said a federal law should be passed, setting minimum training standards for operators of lie detection instruments; that the present laws permitting suspects to refuse to submit to a lie detector test should be preserved; and that the public should know that firms such as Reid's contend they are accurate in 999 of every 1,000 cases, and virtually every error is in favor of the individual being tested. Shown with Reid are his associate, Kenneth Johnson (left) and chapter president Sam Saran and program chairman Dan McMichael (seated for demonstration test).—Al Balk



SDX NEWS for July, 1957

BOSTON—The New England chapter had its annual "International Night" on April 26, at the Faculty Club of the Massachusetts Institute of Technology, Boston, with a panel of three visiting exchange journalists as speakers. They were: Ian Gale, editor of the *Barbados Advocate*, now on the Quincy, Mass., *Patriot-Ledger*; Hans D. Kley, a staffer on the Bielefeld, Germany, *Free Press*, also working on the *Patriot-Ledger*; and John C. Lyne, senior editor of the Auckland, New Zealand, *Star*, who has just completed three months with the Worcester, Mass., *Telegram and Gazette*. Each of the speakers outlined the problems and practices of journalism in his home territory, and the meeting heard briefly also from another New Zealander and present Nieman Fellow, John Cornwell of the *Auckland Herald*. The professional chapter was host to six undergraduates from the Boston University chapter at this dinner. The New England president, Forrest Seymour, editor of the Worcester newspapers, presided. A total of 45 were present.

At the June 4 meeting of the New England Professional chapter, the following new officers for the year 1957-1958 were elected: President, Dale Johns, *United Press Associations*; Vice-President, Everett Smith, *Christian Science Monitor*; Secretary, Dr. Joseph A. Del Porto, Boston University School of Journalism; Treasurer, William Plante, *Newburyport News*. The principal speaker at the meeting was Herbert Brucker, editor of the *Hartford Courant*, and chairman of the ASNE Freedom of Information Committee. Mr. Brucker discussed three phases of the freedom of information problem: the matter of open meetings, canon 35, and the admission of correspondents to Red China.—Forrest W. Seymour

COLLEGE STATION—Awards and citations were presented to 12 students at the Texas A. and M. College Journalism Department awards dinner, sponsored by the A. and M. chapter. Six scholarships were awarded. The two \$500 Clayton Fund Agricultural Journalism scholarships went to J. B. McLeroy, junior from Saginaw, Texas, and to Tommy Keith, sophomore from Cleveland. A \$400 wildlife journalism scholarship, presented by the Wildlife Management Institute, went to Robert Carlisle, senior from College Station. The Texas Gulf Coast Press Association scholarship went to William Eugene Reed, sophomore from Bonham, and two scholarships presented by the Sigma Delta Chi chapter went to Holim Kim, freshman from Korea, and to Welton Jones, junior from Lubbock. Departmental citation for outstanding service to the profession went to David McReynolds, Palestine. Outstanding junior selected was Joe Tindel, Athens, and the two outstanding sophomores named are Gayle McNutt of Comanche and Fred Meurer, of 322 Hearne, San Antonio.

HOUSTON—Members of the Texas Gulf Coast Professional chapter had a lively April meeting which included a reception and dinner at Port City Stockyards; Founder's Day program and initiation at the University of Houston; and a tour of shows at the University's Annual Frontier Fiesta. Left to right are Richard Coselli, General Chairman of the Frontier Fiesta; J. D. Sartwell, Executive Vice President of Port City Stockyards and host for the reception; and chapter president Arthur Laro, executive editor, *The Houston Post*.



Personals

About Members

Bill Haworth has been appointed manager of Bell Helicopter Corporation's news bureau, Fort Worth, Texas.

Peyton Moncure, Missoula, Mont., has won second prize in a recent Musical Masterpiece Society contest based on writing a statement setting forth the merits of long play phonograph records.

Lt. William L. Thomas recently graduated from the basic officer course at the Infantry School, Fort Benning, Ga.

Hubert D. Murray, publisher of *The Wave*, Rockaway Beach, New York, recently received a citation on the occasion of his retirement as a director of the Rockaway Beach Hospital after 30 years of service.

Bob Gray has been appointed promotion manager of the *Houston Post*.



Gray



Holmes

Roger Holmes is now editor and publisher of a new trade journal for industrial editors, *Industrial Editor*, Los Angeles. He formerly edited the company newspaper published by the Garrett Corporation, and was also a reporter on the daily *Santa Ana Register* and editor of the weekly *Brea Progress*.

Gordon R. Lewis, editor and publisher of the *South Milwaukee Voice-Journal*, has been elected president of the Wisconsin Press Association.

John Shinnors, publisher of the *Hartford (Wis.) Times-Press*, was elected third vice president of the weekly newspaper group.

Leo Kissel has been named telegraph editor of the *Milwaukee Sentinel*. He previously was assistant telegraph editor.

Lt. Leslie C. Oakes recently graduated from the airborne course at the Infantry School, Fort Benning, Ga.

Lt. Stanley W. Prochaska recently was assigned to the 4th Infantry Division at Fort Lewis, Wash.

Lt. Elmer L. Karstensen recently graduated from the basic officer course at the Infantry School, Fort Benning, Ga.

Pfc. James B. Johnson is a member of the 24th Division Artillery and field team in Korea.

Lt. Samuel A. Syme recently was graduated from the field artillery officers basic course at the Artillery and Guided Missile Center, Fort Sill, Okla.

Pvt. Joseph L. Gardner recently was graduated from the basic Army administration course at Fort Leonard Wood, Mo.

Lloyd Wilkie, who received a master of arts degree in journalism at the University of Missouri in 1956, has been appointed to a 1957-58 instructorship at the State University of Iowa's school of journalism.

Milton V. O'Connell, publicity director at Dania Jai Alai Palace, and former New York and Chicago newspaper and public relations executive, has joined Mandell Newman Associates, Miami.

H. A. Dawson Jr. has been named publicity representative for the Lone Star Gas Company, Dallas. He is a former INS staffer and deskman on the Greensboro (N. C.) *Daily News*.

Lt. Alan L. Bennett recently was graduated from the Army's Antiaircraft Artillery and Guided Missile School at Fort Bliss, Texas.

Pvt. Anthony De Paolo Jr. is receiving basic training with the 3rd Infantry Division at Fort Benning, Ga. He is a former reporter for the *Paterson (N. J.) Evening News*.

Pvt. Grady D. Phelps is serving at the Army's 74th Field Artillery Battalion in Germany.

Harry S. Baer Jr., of Washington, D. C., was re-elected Secretary-Treasurer of the Aeronautical Training Society.

George E. McCadden, former *United Press* South Pacific chief, is now on a writing assignment for Standard-Vacuum Oil Company, White Plains, New York.

Three members of Sigma Delta Chi at the School of Journalism, University of Minnesota, were honored at the annual Cap and Gown Day convocation on the Minneapolis campus.

Howard L. Seemann, of Minneapolis, was awarded the Northwest Daily Press Association Scholarship. The \$100 award is given to a junior student of outstanding scholarship and aptitude for journalism.

John Tomsich, editor of the *Minnesota Daily*, student newspaper, was elected to Phi Beta Kappa. Tomsich had earlier received a Woodrow Wilson Fellowship to do graduate work in history next year at the University of Wisconsin.

William A. Hachten, a graduate student from Los Angeles, was awarded the Stephen L. Wells Scholarship in Public Opinion and Public Relations. The \$200 award is for juniors, seniors, and graduate students in journalism who plan to work in the area of public opinion or public relations.

John K. Schulte, Miami, Florida, has joined the public relations staff of the Miami Marlins Baseball Company.



Swan



Schulte

Bob Swan has joined the Portland General Electric Company as public information representative. He was formerly a reporter for the *Portland Oregonian*.

John M. Couric has joined the Public Relations Service of the National Association of Radio and Television Broadcasters as chief writer. Mr. Couric resigned as an assistant news editor of the Washington bureau of *United Press* to become part of the NARTE's expanded public relations effort. His new assignment includes writing speeches, magazine articles, and news features.

Kenneth F. Rystrom Jr. recently was promoted to first lieutenant in Korea where he is a member of the Headquarters Company of the 24th Infantry Division's 21st Regiment.

James G. Stewart recently was promoted to private first class in Korea where he is assigned to the Army Forces Far East and Eighth Army Headquarters.

Pvt. Thomas M. Ryder recently received training as a general administrative clerk at the Army Training Center, Fort Bliss, Texas.

Barton K. Johns has been appointed executive secretary of the Florida Osteopathic Medical Association, Tampa.



Hougan



Johns

Tom M. Hougan is now editor of *The Teke* of Tau Kappa Epsilon Fraternity. He recently received a degree in radio-television-speech at Washington State College.

John Thornberry was recently honored as a designate of the DeMolay Legion of Honor for service to youth as director of the Boy's Club of Kansas City for 21 years.

Murray C. Fincher of Atlanta, Ga., has been appointed assistant vice president-operations of the Southern Bell Telephone Company for Louisiana with headquarters at New Orleans.

John R. Saxe has joined the *Green Bay Register*, Catholic Diocesan newspaper covering Northeastern Wisconsin.

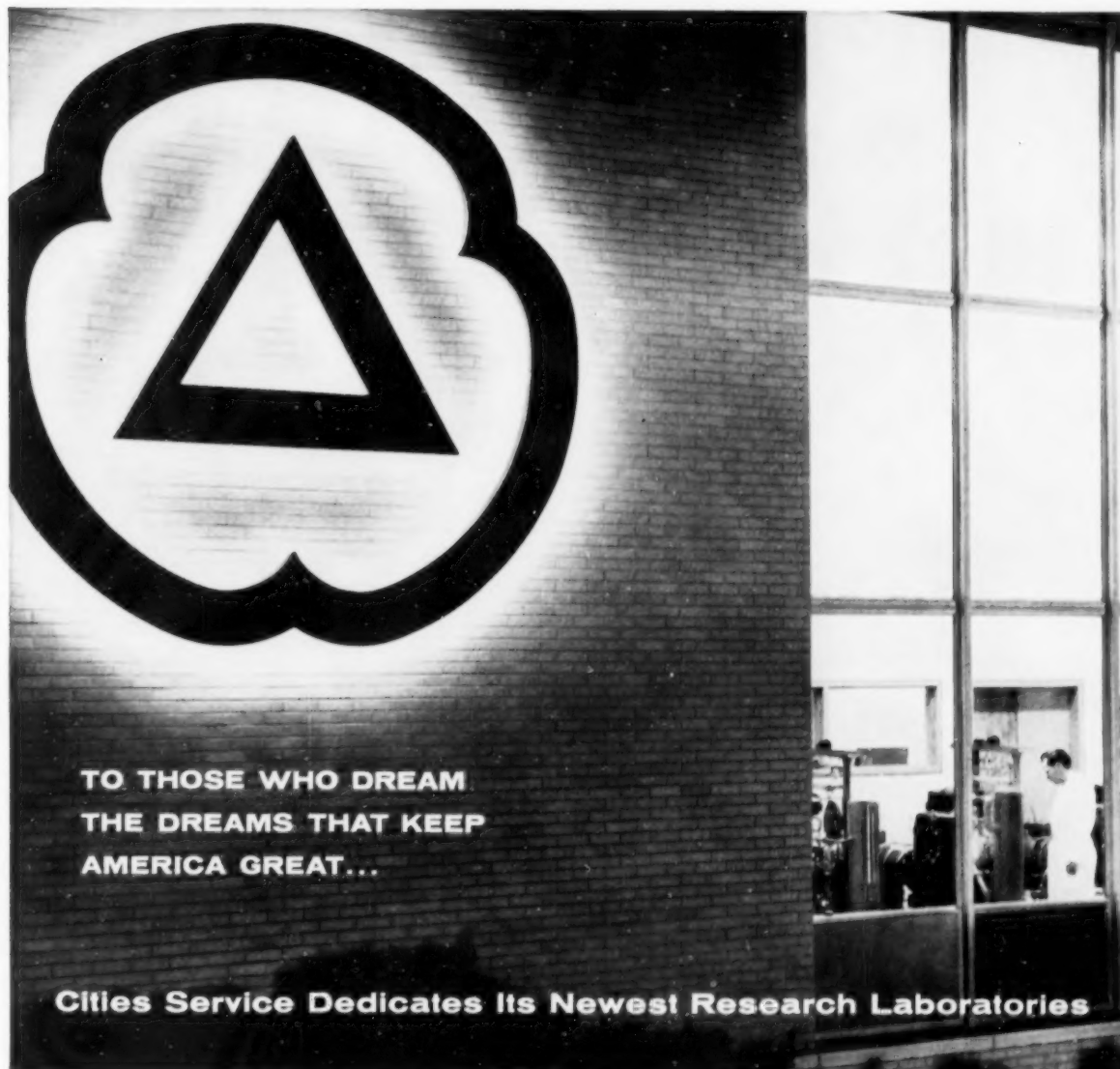
Jon W. Stewart graduated from the American Institute for Foreign Trade at Thunderbird Field, Phoenix, Arizona. His work prepared him for a career in American business abroad.

Robert J. Simonds, Pittsburgh, managing editor of *The Palm* of Alpha Tau Omega is president of the College Editors Assn. Editor of the association's publication is **James F. Hudson**, Washington, D. C., assistant editor of *The Phi Gamma Delta*. **William L. Pittman**, Indianapolis, Ind., editor of the *Delta of Sigma Nu*, was elected a director.

William Powell, former \$1,000 journalism scholarship student at the University of Houston, graduated from the American Institute for Foreign Trade at Thunderbird Field, Phoenix, Arizona. He begins work for the First National City Bank of New York, training for a position in the company's overseas operations.

Born to PFC and Mrs. **Charles L. Miller**, a boy, Scott Charles, May 27 at Great Lakes Naval Hospital, Great Lakes, Ill. PFC Miller is assigned to the Public Information Section of Fifth U. S. Army Headquarters in Chicago and is affiliated with the Chicago Professional Chapter.

Ensign **William A. Schlapper**, USN, of Concordia, Missouri, has been assigned additional duty on the Staff of the Commander of Carrier Division FIFTEEN, Rear Admiral Arnold W. McKechnie, as the Staff Public Information Officer.



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THE DREAMS THAT KEEP
AMERICA GREAT...**

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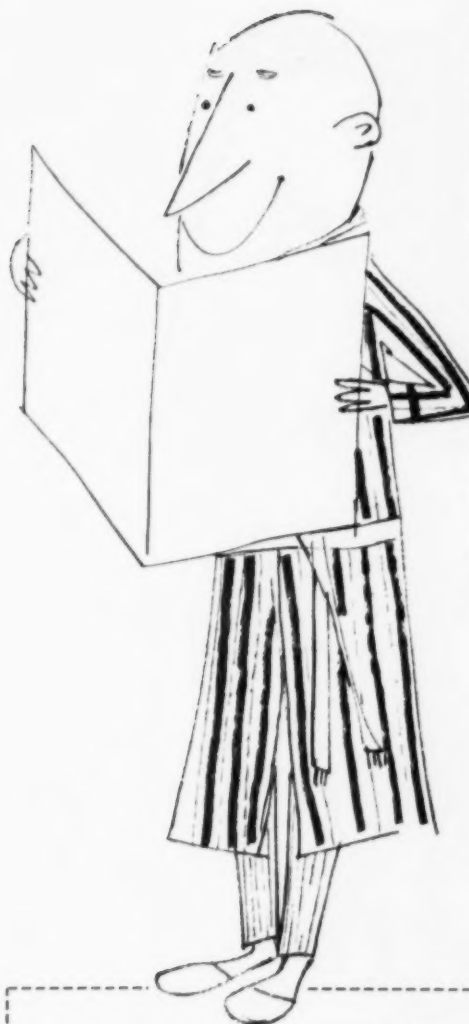


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